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Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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4 GM DIVISIONS BUILDING CARS

OPA Reduces Discounts Another 2%

Sparks

June will be National Dairy Month. Our punning poet proclaims: "What is so rare as a pound of butter . . . in any month!"

* * *

Southern Hospitality

When Charleston (S. C.) traffic police are impressed by the skill and care with which a woman drives, they award her with a pair of nylons. Other cities in the state also make suitable awards.

* * *

6,000 New Buses

The bus industry plans to spend $142 million in the next few years for equipment and facilities.

The National Bus Traffic Assn. says 6,000 new buses will cost $90 million, the remainder being used for rebuilding and remodeling.

* * *

Retraction Later?

The nation's renters presented $12,800 million to landlords in 1944. The Federal government paid $300 million and commercial property owners about $4,500 million.

These "statistics" are from Henry Wallace's Department of Commerce. AUTOMOTIVE NEWS does not vouch for their authenticity.

* * *

Chrysler Praised

Maj. Gen. Leslie R. Groves, chief of the atomic bomb project, praised Chrysler last week for its vital role in the development of a special "obstacle screen" required in the process of separating certain materials.

K. T. Keller, president of Chrysler, was presiding officer at a meeting of the Detroit Economic Club, where Gen. Groves delivered an address on the atomic bomb.

NADA Pleadings Ignored on 4 Makers' Lines

Ford, Chrysler, Nash, Hudson Rise $1-$51; Chevrolet Prices Up

WASHINGTON.—Increases in factory ceiling prices for 1946 model passenger automobiles manufactured by the Chrysler, Ford, Hudson and Nash companies, were announced late Friday by OPA.

The action reflects approval wage increases. Similar actions covering other makes of cars are being prepared, OPA said.

Although dealer discounts are cut another 2 percent to cover these factory increases, retail ceiling prices for the models affected in Friday's action are increased slightly.

Meanwhile, OPA announced ceiling prices for the 1946 model Chevrolet four-door sedan, effective March 29. The retail ceiling price, FOB Detroit, exclusive of excise taxes, transportation, preparation and handling charges, is

(Continued on Page 27, Col. 1)

Impressive NADA Case Given to Lawmakers

WASHINGTON.—President William Mallon of NADA made a powerful presentation of the motor car dealers' trade discount case against OPA to the House Banking and Currency committee last Tuesday.

Committee reaction to Mallon's statement was highly satisfactory

(Continued on Page 28, Col. 1)

Billion-Dollar Fraud

CAN anyone doubt now that the phony report on the auto industry's ability to pay, issued by the U. S. Department of Commerce, and the phony argument of Walter Reuther led to the billion-dollar GM strike?

Or that the billion-dollar strike was a billion-dollar fraud on the American people?

Reuther

Yet the complacency with which the public is accepting that billion-dollar fraud of Reuther and Secretary Henry A. Wallace indicates that the public has become so used to being beaten over the head that it has reached a dangerous low point of demoralization.

* * *

It may be too much to expect honesty from Reuther, who led the GM workers out of their jobs to cripple the auto industry at a critical point in reconversion. It may be all right for him to admit now that his rallying cry of "ability to pay, prices and profits" was just a publicity stunt to get GM over a barrel. Under our present laws, not much in the way of responsibility is expected of union leaders, so why shouldn't Reuther keep 180,000 workers payless for more than 120 days?

But the case of Wallace is different. When a government agency contributes to a billion-dollar fraud against the public, the industry and the workers, it is time to rise up in wrath, lest this nation go the way of other great nations which have decayed through dishonesty in government.

Wallace has denied that there was collusion with the UAW on the Department of Commerce's "ability to pay" report. But any honest man must gag on such a remarkable coincidence. An honest man must gag too on Wallace's statement that the report to which he gave his name was not intended to be accepted as it WAS accepted. And he must gag on the fact that Wallace's repudiation of the report came a day after the General Motors strike was settled.

Wallace

* * *

But it is now time to do more than gag. Too long have government agencies been serving as musclemen for unions in their racket of beating the community over the head.

Yet this is no time to lose faith in democracy, for democracy is what you make it. Have you let your Congressman know that you demand honesty in government and balanced labor laws to encourage labor responsibility, rather than laws that suckle the mad dogs of labor?

Chance Is Seen For Buick Start Within Week

Chevrolet Off First; Pontiac, Cadillac, Olds Resume Today

By Bob Finlay
Managing Editor

DETROIT. — General Motors divisions have started to produce cars again after the longest strike in the history of the industry.

Chevrolet got under way first with its St. Louis assembly plant starting to roll last Friday (March 29). Cadillac, Oldsmobile and Pontiac are scheduled to roll today (Monday).

Buick workers will vote Sunday on whether to return to work.

An electrifying spirit crackled out from the GM car divisions as they raced each other to get out the cars first.

Packard also will resume partial production Monday as a result of the resumption of GM's Moraine division, which supplies Packard with crankshaft and connecting-rod bearings. George T. Christopher, president of Packard, said that he hoped supplies would permit full resumption at Packard Apr. 15. However, Hudson may be forced to close this week because of a strike at Midland Steel in Cleveland, which supplies frames.

Myriad problems stood in the way of early production, yet officials from the very top on down pitched mightily into the job.

Although the divisions were silent on when volume production can be obtained, GM men have their coats off and their sleeves rolled up. Given half a chance, they will soon have cars rolling out to the dealers in a steady stream, trying to make up for the long idle days of the strike.

However, problems still to be

(See GM, Page 8, Col. 1)

New '47 Studebaker Models Slated Before May 1

SOUTH BEND.—Paul G. Hoffman, president of Studebaker, notified the company's dealers Wednesday that it will be in production on 1947 passenger car models within 30 days.

Paul Hoffman

Both the Champion, the company's lowest-priced model, and the higher-priced Commander were covered by the statement.

The announcement follows a recent partial shutdown of the factory here and confirms reports that the company has had important engineering developments under test for several months.

In making the disclosure, Hoffman emphasized that the new cars involve more than minor design and mechanical changes.

"These cars are true postwar models in all that the term implies," he added. No further details were released.

Since Jan. 2, after a belated start of production due to a tieup in the plant of a major parts supplier, Studebaker's passenger car output

(See HOFFMAN, Page 6, Col. 2)

Keating Backs Car Dealers On Discounts

By Pete Wemhoff
Editor, Automotive News

DETROIT.—Backing up dealers in their fight against further discount cuts, Thomas H. Keating, Chevrolet's general sales manager, last week told a luncheon meeting here that the bright picture on car sales might be upset if OPA has its way.

(See KEATING, Page 6, Col. 3)

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UAW Planning New Drives With Reuther as Leader

By Mac Gordon
Staff Writer

ATLANTIC CITY, N. J.—Walter P. Reuther, new president of the UAW-CIO, declared immediately following his election here last week that the union will intensify its drive for industry-wide collective bargaining and "organizing of the unorganized."

The union will also strive, Reuther said, to negotiate contracts without company security clauses and to formulate with the industry annual wage rates based on a revision of marketing techniques.

Reuther, specifically asked by this reporter whether the organizing step-up would apply to auto dealer shops, replied:

"I do not want to spell out at this time the scope of this drive in that respect. I do want to say that we will increase our organizing drive among farm equipment workers, engineers and technicians, and white - collar workers."

Reuther, however, was unsuccessful in his battle to elect supporters

(Continued on Page 30, Col. 3)

Nash to Assemble Cars on Coast Starting in Fall

DETROIT. — George W. Mason, president of Nash-Kelvinator Corp., announces the purchase of a plant at El Segundo, Calif., for the production of Nash automobiles and trucks and Kelvinator appliances. It will serve the entire western seaboard region.

Geo. W. Mason

According to Mason, the new plant will supplement Nash-Kelvinator facilities in Michigan and Wisconsin. Operations are scheduled to start late this fall, and it is contemplated that full operation will furnish employment to more than 2,400.

The new Nash plant is located on a 30-acre site and was purchased for an undisclosed price from the

(See NASH, Page 29, Col. 5)

THIS IS AN AERIAL VIEW of the plant at El Segundo, Calif., which Nash-Kelvinator has purchased for the production of Nash cars, trucks and Kelvinator appliances. It will serve the entire Western Seaboard region.

Program Revised for Auto's Golden Jubilee

DETROIT.—A revised program for the automotive industry's Golden Jubilee celebration, May 31-June 1, was announced Friday by George Romney, AMA's managing director, who has been appointed managing director of the industry's Jubilee committee under Chairman William S. Knudsen.

Al Reeves, advisory vice-president of AMA and veteran manager of New York's national auto shows, will manage the antique automotive exposition which will open June 3 for one week. This will feature one unit of each company's latest car or truck models against a background of antique vehicles.

William F. Sherman, of the AMA, will assist Reeves.

The new schedule of events is as follows:

Afternoon, May 31 — Community historical pageant commemorating Detroit's history under the American flag.

Evening, May 31—Auto industry banquet at Masonic Temple, honoring pioneers.

Afternoon, June 1 — Community pageant, featuring old cars and trucks, floats and Jubilee Queen.

Evening, June 1—Street festival, with queen's coronation, music by name orchestras, stars of screen and radio and street dancing.

June 2—Given over to religious ceremonies.

June 3-9—Antique exposition.

Meanwhile, it was announced that the truck industry is making plans to participate in the Jubilee along with car makers.

Earlier in the week Knudsen announced the following top executive appointments to his industry committee:

K. T. Keller, president, and B. E. Hutchinson, chairman of finance committee, Chrysler; T. R. Lippard, president, Federal Motor Truck; Henry Ford II, president, Ford Motor; C. E. Wilson, president, and Albert Bradley, executive vice-president, General Motors; Joseph W. Frazer, president, Graham-Paige; A. Edward Barit, president, Hudson.

C. W. Nash, chairman, and George W. Mason, president, Nash-Kelvinator; Alvan Macauley, chairman, and George T. Christopher, president, Packard; H. E. Hund, president, Reo; Paul G. Hoffman, president, Studebaker; James D. Mooney, president, Willys-Overland.

Robert B. Page jr., president, Autocar; Morris Markin, president, Checker Cab Mfg.; W. W. Bowers, president, Corbitt Co.; Powel Crosley jr., president, Crosley; E. J. Bush, president, Diamond T; Fowler McCormick, president, and P. V. Moulder, vice - president, International Harvester; C. T. Ruhf, president, Mack; L. A. Lundstrom, president Peterbilt Motors; W. G. Sternberg, president, Sterling; Lawrence G. Stelzle, president, Walter Motor Truck; Robert F. Black, president, White Motor.

C. E. Hamilton, president, Automotive Gear Works & MCMA; Frederick C. Crawford, president, Thompson Products; W. Dean Robinson, vice-president, Briggs; C. C. Carlton, vice - president, Motor Wheel; Clarence W. Avery, president, Murray Corp., and Foster L. Fralick, president, Automotive Tool & Die Manufacturers Assn.

Clyde Vandeburg, formerly Packard public relations director; Maj. Lenox R. Lohr, president, and Paul Massman, director of exhibits, Chicago Museum of Science and Industry, will act in advisory capacity on the Golden Jubilee.

Lohr and Massman were in charge of the exhibits at the 1933-34 Century of Progress in Chicago.

Baldwin and Mermey, a New York firm whose personnel has been associated with the New York World's Fair and other special events, has been retained by the local committee.

NADA Denies Plan for Detroit Convention in '46

WASHINGTON. — Reports that NADA may stage a national convention in Detroit in connection with the forthcoming Golden Jubilee celebration are a bit wide of the mark, according to Executive Vice-President Lee Moran.

The reports probably got in circulation, Moran said, as the result of an NADA inquiry of the Detroit convention bureau for information on the possibilities of holding the dealer meeting in the motor capital next year.

President Mallon favors a request from the Automotive Manufacturers Assn. asking the dealers to mark in a special way in their home towns throughout the country the Golden Jubilee period. That, of course, would include dealer participation in Detroit.

Moran said the next meeting is presenting a problem under existing conditions. He expects an attendance of 6,000 to 8,000 dealers.

Wagstaff Warns Dealers on Car Deposits

DETROIT.—Bringing to the fore a tendency growing throughout the industry, J. B. Wagstaff, vice-president in charge of sales for De Soto, last week sent a letter to De Soto dealers cautioning them on the handling of customer deposits on new cars.

J. B. Wagstaff

"We are calling this to the attention of all De Soto dealers at this time," Wagstaff wrote, "because we feel very strongly that every dealer who is accumulating customers' deposit money to any extent should, by all means, give serious consideration to its proper handling.

"Such money represents a direct liability, payment of which may be demanded at any time. It would seem to be only good business practice, therefore, that it be kept entirely separate from other funds."

Many dealers in all lines have been depositing these deposits in their regular operating funds, without realizing the hazard of something going amiss and giving all dealers and the industry a black eye, AUTOMOTIVE NEWS has found.

Timken Chief Attacks Monopoly Charges

DETROIT. — "It seems strange that one arm of the government should now persecute Timken-Detroit Axle Co. for arrangements under which another arm of the government had profited so handsomely," Walter F. Rockwell, president, said last week when informed of the government's antitrust suit against that firm.

W. F. Rockwell

The suit, filed in Federal District court here, seeks to break up alleged monopolistic practices which the Department of Justice says have been going on since 1933. No penalties are asked.

"Under its license under the patents involved and under its own patents developed over a period of years at considerable cost, Timken could have insisted on millions of dollars of royalties from the government during the war but instead gave the government a royalty free license," Rockwell stated.

"The War department considered all the Timken sublicenses before purchasing the patents and for over three and a half years, it insisted that Timken maintain them unchanged," he said.

Late in 1945, he asserted the War department permitted Timken to change its sublicenses for the purpose of making them uniform and each was submitted to the department prior to execution. "About a year ago we voluntarily submitted sublicense agreements to the Department of Justice and advised it of all changes or modifications before they were made.

"Timken has been ready and willing to discuss at all times these agreements with the Department of Justice," Rockwell said. "Instead of telling us what it found objectionable and affording us an opportunity to conform to its recommendations, the department has preferred to institute this suit which can only result in a public vindication of the conduct of the War department and Timken after protracted and useless litigation at the expense of the taxpayer," he added.

Rockwell pointed out that "the production of vital war equipment was speeded up very materially as a result of the conduct for which the firm is now being attacked."

The complaint charges that Timken used its patents covering certain multi-wheel automotive units to compel licensees under the patents to purchase from Timken unpatented axles and axle forgings which could have been purchased in the open market.

Projects Under Way Exclu ded . . .

CPA Bans Building Of New Dealerships

WASHINGTON. — An impressive total of building and expansion projects planned but not started, by auto dealers and service stations throughout the nation were jolted into temporary abandonment last week when the government announced drastic curbs on all types of construction. Projects under way may be continued.

The move is planned to speed construction of 2,700,000 homes for GIs within the next 21 months.

An order issued by CPA Administrator John D. Small and Federal Housing Expediter Wilson Wyatt, prohibits the start of any new industrial or commercial building unless specifically authorized by the government.

It does not apply to repainting, repapering, or to greasing and repairing or installing repair or replacement parts in existing equipment, where no change is made in the structure itself.

Dealers will have to get government approval of work in excess of $1,000 on their dealerships and gas service stations. Other buildings in this category are offices, stores, theatres, warehouses, and radio stations.

The order does not prohibit continuance of construction work already begun. It provides that materials for the structure must have been incorporated in it on the site before last Tuesday or work must be going on before the project is considered under way.

Committees composed of local citizens will be organized in 71 cities throughout the country to rule on the question of whether governmental approval shall be granted a construction or repair project.

Commercial or industrial structure prohibited unless approved by the government was listed by the order as: Factory, plant or industrial structure used for manufacturing, processing or assembling; logging and lumber camp; pier; structure for a commercial airport or carrier terminal; railroad or street railway building; research laboratory; pilot plant; motion picture set; utility structure, including telephone and telegraph; oil, gas or petroleum refining or distribution plant.

Work done on roads, streets, sidewalks, railroad or street or interurban or plant railway tracks or operating facilities, fences, silos, bridges, tunnels, subways, pipe lines, power lines, sewers, surface or underground mines, wells, dams or canals, is excluded from the order.

Dealers desiring to begin work prohibited on their business establishment by the order may apply for authorization by filing an application with the district CPA office.

Reuther Gets 22% Without a Strike

ATLANTIC CITY, N. J. — By stepping up from a vice-presidency to the presidency of the UAW-CIO, Walter P. Reuther has won a salary raise of $2,000 a year, from $7,000 to $9,000, or 22 percent plus.

George Addes, who continues as secretary - treasurer, earns $8,500 a year. The two vice-presidents draw $7,000 a piece, while executive board members receive $5,000.

OPA Paves Way For Manual Time Use on Repairs

WASHINGTON. — Through the issuance of a special order, auto repair shops may be granted permission to determine their ceiling prices for repair jobs by using the time periods listed as required for these jobs in particular manuals or schedules, OPA announced last week.

OPA's action, effective today (Apr. 1), does not now grant this authority, but merely paves the way for special orders giving blanket authority to specified classes of auto repair shops to use a designated manual or schedule for this purpose.

At the present time, only those repair shops that so priced in the March, 1942, base period can now use trade manuals and schedules in computing time periods on their various repair jobs. Other shops follow their March, 1942, practice, which is generally charging for actual time taken on the particular repair job.

By allowing more general use of OPA approved manuals or schedules, slightly higher prices to the public might result on some jobs, but the general level of auto repair prices would not be higher, and enforcement would be facilitated, OPA said.

Nash Gets OK For Adjustable Pricing Plan

WASHINGTON.—OPA last week authorized adjustable pricing for new Nash cars, pending a decision on the company's application for a price increase.

This means that the dealers and manufacturers will continue to sell cars at current ceiling prices, but may require customers to agree to pay any increase approved by OPA.

THIS IS a picture of the line at the Chevrolet assembly plant in St. Louis, from which the first new GM cars since the strike began to roll Friday.

Dealers tell me

By John O. Mumn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Mumn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

I ENTHUSIASTICALLY support the idea of a jubilee celebration in Detroit this year. If it is a celebration for the manufacturing part of the industry I am for that, too. Manufacturers deserve public recognition for their accomplishments. Their growth and development is exceeded by no other group in commercial history.

If it is to be an industry-wide celebration, however, I think the dealers should be equally recognized with the factories. We older members of this trade remember that the original automobile dealers financed factories. A deposit was always required on the proposed schedule. The money was used for payrolls until the cars were completed and cash obtained on their sale. Dealers were also required to put up deposits on parts accounts. Otherwise, they were shipped C.O.D. That money was also used for payrolls. It was at one time necessary for the Ford Motor Co. to call on dealers for financial help to carry out plans for expansion. It saved the company the necessity of going to Wall Street to borrow money.

Let us not forget that in the early days dealers were largely road testers for the factories. Neither must we forget that in the early days, in addition to selling cars, dealers had to teach each customer to drive. We remember, too, that with the mass production of our factories each sale had to be made at retail. The efficiency of dealers and salesmen was necessary to obtain volume. In later years someone had to handle and keep active a used car market three times greater than new car production. These cars had to be turned over frequently in order to make new car sales. Dealers were the only factor that could do this job.

I am for the celebration if it be for the manufacturers alone. If it is to be an industry-wide celebration, then to be entirely representative, it must include recognition of the dealer.

* * *

Says Workers Need Voice

A DEALER tells me that he thinks employes should be given a chance to tell what they think of the dealer and his employe rules. Most worker relation programs are one-sided, he says. They reflect the dealer's ideas or efforts but do not provide for free interchange of ideas for management and worker.

If the worker has no opportunity to express himself, he acquires the frustration that management has dealing with government agencies.

* * *

OPA Is Using Illwill Tactics

OPA HAS been checking service charges in many cities. The process used is a fine example of bureaucratic operation and a demonstration of how not to be successful in the administration of government regulations. What OPA wants is compliance, not persecution. Compliance means education with the trade factors so that willing and enthusiastic cooperation results. It means trade meetings. It means working with the dealers' advisory committee.

I am told that where these spotchecks are being made, OPA has called no industry meetings, didn't confer with the committee set up for the purpose. OPA or any other government agency, is powerless unless it has the support of the trade factors. Automobile dealers have willingly offered this cooperation, but according to reports they have been ignored.

OPA can't afford to pin back the ears of people who want to help it, but have made a few unintentional mistakes. Lawsuits might be an exercise of OPA power, but they certainly are not the way to accomplish results. An OPA investigator will drop into a town, pick out a few dealers and make an investigation. They will find some errors in which the customers were inadvertently overcharged. Then they figure $50 damage on every overcharge. They don't take into consideration that there may have been as many under charges as over charges. They won't take into consideration that repair business has changed a lot during war times.

Dealers used to get, for instance, radiator hose in one piece. It was installed at a certain flat rate charge. During the war, to save rubber, this hose came in three pieces—rubber at each end for attachment and a metal tube for the center. All of which had to be clamped together and individually fitted. The dealer is penalized unless he installed the wartime complicated job, at the same price quoted for the simpler job.

* * *

Here's Suggestion For the OPA

ONE OF my dealer friends last week got a notice that he was being sued by OPA in Federal court. The news was broken in four-column newspaper headlines. This dealer had never been sued by anyone in the 27 years of his business history. He took the situation hard. He felt that Uncle Sam was suing one of his taxpayers, damaging his reputation that was built up through years of effort and square dealing. Two days after this adverse publicity, he was dead.

I don't claim that he passed on because of this injustice, but it certainly was a contributing factor. The unfairness lies in the fact that OPA attacks dealers that try to work with government agencies—dealers who support price control—dealers who keep books and have nothing to hide. They overlook entirely operators who are well known as chiselers and who are trying to beat regulations.

I want to make a suggestion. It seems to me it carries out a basic thought. It is a method that any businessman would undertake in a like circumstance. When OPA wants to investigate dealers in a certain community, let them first go to the Better Business Bureau in that community and find out who are the culprits. Any Better Business Bureau has a record of customer complaints and can readily point them out to any government agency. The service operators who are cheating usually keep no books. They are the kind that are hard to check. Maybe the government investigator figures it is too difficult to concern himself with such a proposition. I hold no brief for an uncomplying dealer, but I object strongly to the strategy of the OPA Legal department and investigators. They are tearing down, not building up, respect for the law. Their acts make it more difficult for OPA chiefs who are hired to administrate the law to get results.

DEALERS PROTEST PARADE. Iowa Automobile Dealers Assn. members stage OPA "protest" parade during their annual convention at Des Moines. The demonstrattion occurred during a speech by D. C. Barnhart, of NADA, who told the dealers: "OPA is responsible for 75 percent of the confusion in the auto business." Demonstrators carried placards with slogans such as "No Shirts, No Shorts, OPA Reports." "NADA Fights OPA"; "Bowles Rolls the Dealers"; and "If OPA Has Their Way, We're the Ones Who Have to Pay."

OFFICERS ELECTED at the state meeting of the Iowa Automobile Dealers Assn. in Des Moines last week were (left to right), Paul Pritchard, Mason City, president; G. O. Fletcher, Cedar Rapids, executive vice-president; Justin Conlon, Dubuque, vice-president; Al Cohen, treasurer, Des Moines, and C. G. Peterson, Storm Lake, vice-president.

R.I. Dealers Hear Barnhart; Elect Bennett President

PROVIDENCE.—(UTPS)—Election of Herman L. Bennett, head of Bennett Chevrolet Co., Providence, as president, and an address by D. C. Barnhart, assistant to the executive vice-president of NADA, were highlights of the 36th annual meeting of the Rhode Island Automobile Dealers Assn. here last week.

H. Lanphear

Bennett succeeds Frank Crook of Pawtucket, who has been president of the organization for the last two years. Harold Lanphear was reelected treasurer for his 25th term and was also named representative to NADA for his fourth term.

Merlyn O'Keefe was named vice-president, and the following directors were elected: Providence county, Joseph M. McEvoy, Harry A. Sandager, Edward B. Jones and Crook; Bristol county, Wallace Sefsich; Kent county, Frank Kohl; Washington county, Fred Smith; Newport county, Clairmont L. Grinnell.

A committee comprising Sandager, chairman, Bennett and Lanphear submitted proposed changes in the organization's constitution and by-laws.

Barnhart explained that the NADA's "death sentence plan" for OPA calls for lifting of price controls in any industry as soon as it reaches 75 percent of its prewar production. He outlined arguments voiced the previous day before a congressional committee protesting against cuts in dealers' discounts on new automobiles.

Citing an address by William L. Mallon, NADA president, before the House Banking and Currency committee, the speaker pointed out that OPA's claim that dealers have enjoyed a 200 percent increase in profits is false and based on a survey that sampled figures from less than one percent of the nation's dealers. He also pointed out that of the 32,000 automobile dealers in the United States, 80 percent are "little" dealers, and less than half of them broke even during 1939-1943. Those who did show profits made only four-tenths of one percent on every dollar of business, he said.

Barnhart predicted that further delays in production will keep dealers from getting new cars in any quantity for several months.

Barnhart's criticisms of national regulations were supplemented by Lanphear who point out that Bowles has called the automobile dealers' organization "the strongest pressure group" he ever encountered. "We made a handsome profit on the few cars we were able to sell during the war and nobody did that for us but NADA," he said.

Crook presided at the meeting and Sandager was toastmaster. Guests included Laure B. Lussier, state registrar of motor vehicles; Allen Hawkes, secretary of the Rhode Island Licensing commission, and Fabious A. Duval, price specialist of the local OPA office.

Dealers Warned To Take Time In OPA Suits

WASHINGTON. — Dealers were warned last week by NADA that if OPA suits are announced publicly in the newspapers before they have had an opportunity to state their case, they should notify NADA immediately.

The association states that it has reports that the Enforcement division is active throughout the nation checking dealers' records on car sales and service.

OPA confirmed the fact by stating that activities are increasing and that more investigators and inspectors are available, according to the association.

It states that some suits are being started against dealers before they have had a chance to confer with the price agency regarding the alleged violations. In some cases, newspaper headlines have been the first announcement the dealer has had.

NADA again warns dealers not to make premature settlement with OPA investigators immediately after the books have been checked.

Indiana Dealers Reelect Officers; Sutter Head

INDIANAPOLIS.—All officers of the Automobile Dealers Assn. of Indiana, Inc., were reelected at the ninth annual convention held here. The convention was one of the most successful held with more than 450 registered, representing more than 50 percent of the franchised dealers of the state.

Officers reelected included Frederick M. Sutter of Columbus, president; F. C. Yeager of South Bend, vice-president of the north section; Joseph E. O'Daniel of Evansville, vice-president of the south section, and William R. Krafft of Indianapolis, treasurer and recording secretary.

New directors elected were George R. Ranes, P. T. Smith, Herman Gibson, Krafft, Herman Nieswander, William Brown, J. J. Harris, William Funk, Paul Chase, Walter Coyle, G. L. Schaus, Bruce Kixmiller and C. J. Maxton.

America must fight inflation through mass production. Alan G. Rude, vice-president in charge of sales of Universal CIT Credit Corp., told members at the noon luncheon. "And," he continued, "the automobile industry with its tremendous productive capacity, must pace the nation back to a sound peacetime economy."

Col. Austin R. Killian, superintendent of the Indiana State Police, said his force will begin May 15 an all-out drive to reduce the accident rate on Indiana highways.

Problems of dealers in conforming with OPA regulations was the subject of D. C. Barnhart, assistant to the executive vice-president of NADA. He informed the convention that OPA would continue to operate until supply and demand are adjusted in relation with each other. He said that automobile dealers in every community in the United States will join up this spring in helping promote the greatest safety campaign in the history of the nation.

Krafft, who is head of the Monarch Buick Co. in Indianapolis, and one of the first dealers to branch out into the appliance field when shortage of automobiles began to cut into total volume, talked on pensions and profit sharing.

He explained the necessity for some sort of plan on the part of all dealers to augment such government social services as already in effect, but which do not provide comfort for the aged person.

Tenn. Dealers Name Whelchel

NASHVILLE. — David P. Whelchel, Atlanta, Ga., last week was named executive vice-president of Tennessee Automotive Assn. He will assume his duties Apr. 15 and will be introduced to the membership at six regional meetings.

The association is planning a membership drive to obtain top strength before the state legislature convenes the first of the year. The association requests members to mail the names of all newly appointed dealers to its headquarters in the Third National Bank Bldg.

AT THE ANNUAL convention of the Louisiana Automobile Dealers' Assn. in New Orleans, Wiley L. Mossy, New Orleans (third from left), was elected president to succeed R. A. Abbott, Alexandria, (second from left). George Romney, left, of Detroit, general manager of the Automobile Manufacturers' Assn., and United States Congressman Charles A. Halleck, of Indiana, were the principal speakers.

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AUTOMOTIVE DEALER MAKER NEWS

WE STAND FOR:

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories. ¶ 2. A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck. ¶ 3. Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways. ¶ 4. The elimination of governmental and bureaucratic controls over this industry. ¶ 5. A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.

Reuther and Reason

UNIONISM to R. J. Thomas, defeated president of the UAW, was perhaps more of a business than anything else. To Walter Reuther, new leader of the UAW, unionism is a religion.

So as leader of the world's biggest union, Reuther can be depended on to explore new paths for unionism. But don't expect him to upset all the rules at once and go off hell-bent for destiny. He's smarter and more subtle than that.

His danger lies more in kindness — the kind that kills. He will want to "cooperate" his way into management, helping management decide how to stagger new models and develop marketing techniques to the tune of the union's desires, rather than the necessities of business.

His embraces are more to be feared than his blows.

One-Shot Customers?

AUTO dealers are so jammed with customers now that some are forgetting that with every sale now they can make a friend or an enemy.

The customer is so eager to get a car that he will be grateful for a long time — if the deal is handled right. On the other hand, the customer will ignore for the moment anything that is off-color — but he won't forget.

It's a question of whether the dealer wants a one-shot customer or a long-time customer.

Customers are very humble now. They come hat in hand. But at the same time their very humbleness — knowing that they have to take it the way the dealer dishes it out — makes them resentful of even little things that don't seem right.

One person complained that he had to deposit $200 in addition to the price of the car to take care of any additional price increase granted by OPA. He was more than willing to contract to pay any increase under the adjustable formula, but he knew that legally he didn't have to make that deposit.

"I took it graciously," he said, "but I'll never buy another car from that dealer."

Some dealers, too, are accepting big deposits on orders and putting the money in their general accounts. This practice should be discouraged since it gives the dealer a false idea of his bank balance and might lead to trouble later. The money should be placed in escrow.

Another point for caution in this present great opportunity for the dealer to make friends or enemies concerns tie-in sales. The U. S. Supreme court has just ruled that tie-in sales are illegal only when they involve worthless secondary items.

Yet every dealer knows that he can't make friends with tie-in sales no matter what the secondary item is worth.

--a word in EDGEWISE

by George M. Slocum

Daily it becomes more apparent that the citizens of this outstanding and outspoken democracy are aligning themselves on the opposite sides of a question which may easily become as heated and bitter a battle as was slavery in the 1860's or prohibition in the 1920's. Continuation of the wartime price controls is the issue. So far there is no unanimity of opinion as between one class or the other of those who are affected.

THROUGH THE PERISCOPE

There are manufacturers and bankers within the very associations which have declared themselves for an end of all OPA regulations before the end of the current year, who are bitterly opposed to such a program. They give as their reason the danger of a runaway inflation such as might be the possible result. Their officers and directors, however, who should express the opinion of the majority of their members, have publicly declared their demand for a prompt return to the free enterprise and control of prices through competition, which they believe will restore full production and thus full prosperity to these United States.

* * *

The latest national organization to so declare themselves is the august U. S. Chamber of Commerce, which probably represents the widest cross section of business and professional leadership in this country. They have asked flatfootedly for an end to all price controls, except rent ceiling, by Oct. 31 — just seven months from now. Rent controls would be gradually modified until they were eliminated entirely by March 31, 1947.

That sounds to me like a logical program, and I for one, would be willing to go along with it and accept my share of the responsibility which such a drastic experiment would entail. I doubt, however, if in the face of the wide division of public opinion at this time, such a plan could win approval in Washington. It looks to me as if a compromise would be more practical, and, for what it is worth, if anything, I have a suggestion.

* * *

Let us keep price controls over all basic products of farms, forests and mines which are later fabricated into finished products for public consumption. The automobile, for example, is made up literally of thousands of component parts. These parts require in their making practically every raw product grown or mined or pumped from the bounteous lap of nature. Let the price on these raw products be controlled. From that point on — through manufacturers who must employ labor, furnish the tools and machinery, provide superior engineers and designers, promote intensified selling and advertising, all with the intent of producing more things for more people — let the natural laws of free competition in America be the only control over the price at which the manufactured article — whether it be shoes or cosmetics — is offered for sale to the public today.

* * *

We, today, must admit that the cost of comparable labor between competing manufacturers is pretty well fixed. The cost of labor, for example, will average out about the same in an automobile whether it be a Ford, Chevrolet, Plymouth or Nash. If the cost of the unfinished raw materials were also fixed, the margin of profit for the stockholders would be dependent only on the ingenuity and aggressiveness of the management.

Such a program would, I believe, be readily accepted not only by the buying public, but by their representatives in Washington, who up to now seem to agree on only one thing, namely, that further inflation must be curbed. In that we all agree. The greatest present danger, which is substantiated by press reports, is of manufacturers delaying or stopping operations because of unwarranted price controls to operate under. That could result only in calamity. — G.M.S.

Letterbox

'Practical Viewpoint . . .'

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

Likes D.T.M.

I have wanted to write you for some time, expressing my appreciation for the manner and practical dealer viewpoint expressed in John Munn's column.

In this period of changing economy where the dealer's interests are being pushed around by influences beyond his control, those in a position to do so who can express sensibly and logically as he does a dealer's side of the picture, should be commended and encouraged.

Thanks a lot; I always feel in reading Munn's column that I have a personal representative in Detroit. — GLENN SMALLCOMB, Smallcomb Motor Co. (Chevrolet), Burlingame, Calif.

Must Have It

Would you kindly mail me your issues from Feb. 5 on to me at the above address? The postoffice did not forward the issues to me, which is not your fault.

Being without your paper is like being without a radio. — EARL H. GREINER, The Flying Dutchman, Fort Lauderdale, Fla.

Production

We think the world of AUTOMOTIVE NEWS and we really miss it when it happens to be a day or two late. We get information from AUTOMOTIVE NEWS that is from one to two weeks ahead of the daily papers.

But the thing that prompts me to write this letter is why in the hell do I have to read about car production in the daily papers and not in the AUTOMOTIVE NEWS? Yes, I will admit you have car production in your paper some weeks, but why not have it there every week on the front page where it belongs? Also, news about what our factories are doing just like your edition of March 18?

You certainly have a lot of interesting things every week, but I think car production and factory doings is very important.

Keep up the good news.—JACOB LODICO, owner, Lodico Motor Sales (Nash), Barnesboro, Pa.

EDITOR'S NOTE: *We're now training a staff and making arrangements so that production estimates will be accurate, and expect to resume our prewar weekly service shortly.*

Valued Paper

Will you kindly enter our subscription for AUTOMOTIVE NEWS?

We have recently organized our firm, having been associated with George Harold Bell of Willys Overland Motors Inc.

I have a great deal of respect for the value of your paper.—JOHN H. BAILEY, Adams-Bailey Co., Battle Creek, Mich.

Coming Events

APRIL

1-3—Chattanooga, Tenn. (Hotel Patten and Reid House). Spring meeting of American Society of Mechanical Engineers.

2-5—Atlantic City (Public Auditorium). Packaging Exposition sponsored by American Management Assn.

3-5—New York (Hotel New Yorker). SAE National Aeronautic meeting.

13—Detroit (Book-Cadillac hotel). Annual meeting of Automotive & Aviation Parts Mfrs.

23-24—Lansing. Annual convention Michigan Automobile Dealers Assn.

The BIG things happen at Ford

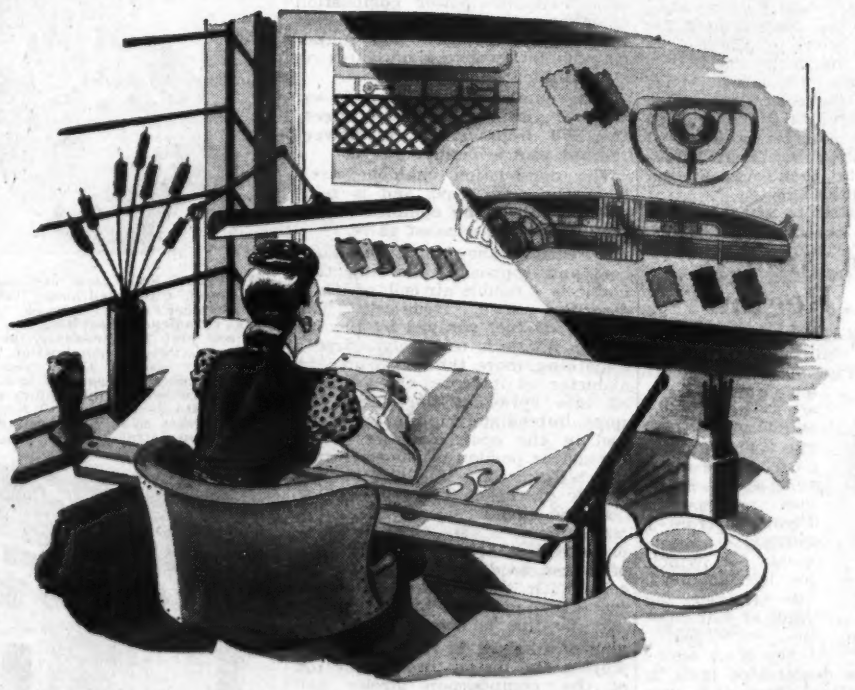
BACK in the bygone days, when the first Fords were threading America's cities and towns together, the mere fact of mass-produced, low-cost transportation available to the average family was in itself a big thing . . . an important thing to millions.

Today, America has come to accept the family car as a necessary adjunct to life.

Ford still stands for low-cost transportation . . . but Ford stands for much more now. Smartness . . . style . . . comfort . . . brilliant performance . . . those are things the Ford Motor Company builds into all its cars. And as Ford anticipates the desires of America's motorists in these qualities, Ford engineers and designers plan car features for *all* the family . . . mother and daughter, as well as father and son.

Here is an example . . .

WOMEN LOVE THE SMART NEW FORDS...BECAUSE WOMEN HELPED DESIGN THEM!



If you were to visit the Ford Motor Company styling department today, you'd see a woman sculptor, a woman interior decorator, a whole group of women artists busy at drafting boards and clay models.

For the feminine hand and mind are now definite factors in the designing of the new Ford cars . . . to give women the features they want in automobiles.

These specialists are responsible for such vital style features as upholstery, interior hardware, instrument panels. They give Ford cars a "fashion" styling coupled with a down-to-earth practicality that sells Fords almost at first sight to the gentler sex.

With this Ford application of the "woman's touch," the wide appeal of the Ford car is even further widened . . . and a new trend in car design is being ushered in.

Ford

FORD MOTOR COMPANY

Autos of the Future

Darrin Sees 'Dream Cars' Soon; Low Cost Models Discussed by Chrysler Engineer

By Mel Humphrey
Associate Editor

DETROIT.—"Dream cars" with curved windshields, flush door handles and many other innovations are closer to the assembly lines than many people think, Howard A. Darrin, stylist of Kaiser-Frazer Corp., said in an address prepared for a meeting of the Detroit section of the Society of Automotive Engineers here last week.

He predicted that many of the "dream features," including elimination of radiator ornaments, would appear on 1947 models.

Of equal interest was a discussion of the low-cost car by a Chrysler engineer. (Both Ford and General Motors have announced plans to build a low-cost car.)

A. G. Herreshoff, chief development engineer for Chrysler, predicted that the national economy would have a big effect on the car of the future. He said:

"It is possible that our national economic picture will force a lower cost, more economical instrument of transportation with the same or more comfort, with less of Broadway and with more of Fifth Ave. in its styling."

Herreshoff said the biggest obstacle in the development of rear engine automobiles is the problem of weight distribution. He suggested that dual tires, such as used on trucks and buses, would be a possible solution to this problem.

Unable to attend the meeting because of illness, Darrin forwarded his address which was read by Walter Fishleigh, also a noted stylist.

Darrin said that the "Belgian Bulge" design of 1928 and the so-called aerodynamic design of 1933 and 1934 were rejected by the public "because there was a deficiency of styling and architectural continuity, not because they were ahead of their time."

In contrast, he cited the torpedo body, used today throughout the industry, as being very successful as a result of proper styling.

He explained that designs are based on the demands of the public. "And what they want they will get."

"The public has been led to believe that postwar cars are to be a product enhanced by the accumulated knowledge of wartime industry and research," Darrin asserted. "To disillusion them at this time would not only be psychologically unsound but also untrue."

He remained neutral on the front or rear engine controversy, except to point out the wider space between the rear wheels made it more desirable to use that for the luggage compartment and place the engine in front.

Darrin said he would not be surprised to see a smaller tread car on the market, "possibly as narrow as 53 inches."

"This car would have as wide a seat as any of the 1946 cars and could be made many hundred pounds lighter with the same passenger capacity and sleeker appearance," he claimed.

Darrin explained that the low center of gravity obtained by unit body construction and front wheel drive would compensate for the narrower tread.

In closing his address, Darrin said: "We must make changes gradually but let's do so in a hell of a hurry." He called for turning the $10 million proving grounds into "improving grounds."

Following Darrin's address, A. G. Herreshoff, chief development engineer for Chrysler, predicted the national economy would have a big effect on the car of the future.

Thompson Heads Louisville Zone For Chevrolet

DETROIT. — Advancement of Gordon E. Thompson from city manager to zone manager at Louisville was announced last week by T. H. Keating, general sales manager of Chevrolet.

Thompson will be succeeded as city manager by Joseph H. West, formerly assistant zone manager at Charlotte, N. C.

Thompson joined Chevrolet in 1935 as district manager at Charlotte, and later moved to Columbia, S. C., as truck manager. He subsequently held executive posts with Chevrolet at Jacksonville, Atlanta and Birmingham. He became city manager in Louisville last year.

School's Out

Educational, Farm Plans Dropped by Ford

DETROIT.—Emphasizing a move to "get back into the auto producing business," as one official put it, Ford Motor last week announced plans for dropping several projects which have been "pets" of Henry Ford, founder, for nearly 20 years.

Among the luxury sidelines slated to go are the Ford Farms, comprising 10,000 acres in southern Michigan and the school projects in them.

Ford also announced last week the closing of the vocational guidance school in Detroit, known as Camp Legion, started in 1944 to train war veterans for civilian occupations.

The chief exponent of modern mass production restored old school buildings in these communities to their original interior appearance during the '80s, even to the extent of installing old fashioned stoves and lights. Some of the schools provided for practical application of classroom subjects.

The company will not return to manufacturing its own tires as it did before the war, it stated. It recently sold a boat it has used for years to guide boats to the Ford piers on the Detroit river.

Hoffman

(Continued from Page 1)

has been concentrated on the Champion series. It is estimated that about 20,000 of the cars were built.

In order to permit quick completion of the rearrangement of passenger car facilities incident to the changeover, as well as a proposed sharp increase in production, passenger car manufacture has been temporarily suspended.

* * *

In Detroit, there was no indication that other old-line makers had any intentions of abandoning their plans to produce 1946 models through this year. But the Studebaker undertaking will be watched closely.

There was some speculation that Studebaker might bring out a lightweight "economy car" of about 110-inch wheelbase, perhaps with a "pancake" engine. But these are strictly rumors, since the company refuses to release more than the Hoffman announcement at this time.

ABOVE IS an architect's drawing of the new Studebaker manufacturing plant in Hamilton, Ont. R. A. Hutchinson, president of Studebaker Export Corp., says "the factory will give us the most modern automobile production facility in Canada." Hutchinson explained that new equipment will be installed in the plant as soon as it is available. He said the company hopes to begin operations within a few months.

Slight Decline Shown In Steel Output

NEW YORK.—The operating rate of steel companies having 94 percent of the steel capacity of the industry was 88.5 percent of capacity last week, compared with 88.9 percent in the preceding week, 58.6 percent a month ago and 96.6 percent a year ago.

This represents a decrease of .4 point or .5 percent from the preceding week. Last week's operating rate is equivalent to 1,559,700 tons of steel ingots and castings, compared to 1,566,800 tons a week ago, 1,032,800 tons a month ago, and 1,769,400 tons a year ago.

Keating

(Continued from Page 1)

Keating, addressing newsmen and advertising representatives who were honoring Chevrolet's new advertising manager, Charles J. French, accepted Ford's challenge for the top sales position, adding that "if they (Ford) win the battle they will have defeated a fully-prepared Chevrolet organization."

Noting that the discount slash idea is wholly OPA's, Keating declared that Washington is thinking only of the potentially good years ahead for dealers.

"OPA forgets," he said, "that in a 10-year span dealers have two very good years, three years just above average, three average years and two bad years. Therefore, if OPA wants to control dealers' profits during the good years, by the same token it should underwrite dealers for their bad years."

He pointed out that the forthcoming heavy production of new cars will cut dealers' used car profits sharply and quickly.

Keating cited dealers' expenses, which have risen along with the rest of the country; he said that unionization of dealer employes was another factor in rising expenses. Rentals also are much higher, he declared, and it requires considerable outlay by dealers to build a selling organization.

To meet the challenge of increased car sales when ability to produce is no longer the determining factor, Chevrolet has been conducting a school for its wholesale organization in Detroit, Keating said. "Our field men are being re-trained to be ready for the competitive market, which may not be as far away as many think," he said.

The Ford-Chevrolet fight for leadership promises to be a "battle of the century," with Ford seeking to regain the top rung it held for many years prior to Chevrolet's ascension in the early 1930s.

For nine out of the last 10 years in prewar, Chevrolet car sales topped Ford, and Jack Davis, Ford general sales manager, announced his campaign to be "Beat Chevrolet" when he took over at the Rouge 18 months ago.

It'll be a battle to watch.

Sullivan Named To L. A. Region

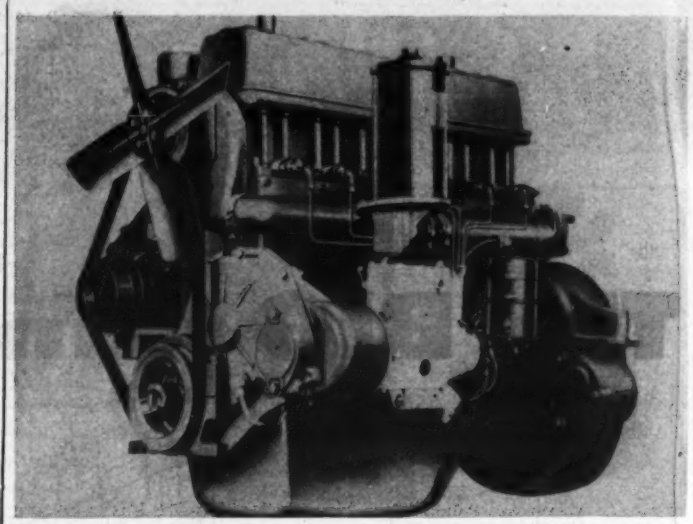
LOS ANGELES. — Appointment of Carroll F. Sullivan as regional manager for Plymouth, with headquarters here was announced last week by Joseph E. Bayne, general sales manager. Sullivan returns to Plymouth from a military assignment for which he left in 1942. He attained the rank of full colonel.

C. F. Sullivan

He has operated his own dealerships both in Detroit and Bay City, and was secretary of Bay City Automobile Dealers' Assn.

Peoples Chartered

Peoples Motor Co., Inc., of Bishopville, S. C., has been chartered with authorized capital of $10,000. Tom W. Moore is president; S. L. Krasnoff, vice-president; J. H. Ellen Jr., secretary; L. M. Peebles, treasurer.



CONTINENTAL MOTORS transportation diesel Model KD6330. This 6-cylinder 330 cubic inch displacement engine has maximum horsepower of 86.0. Other diesel sizes rated up to 150 hp are now in production and more powerful models are to be introduced later.

New Line of Diesel Motors Offered by Continental

DETROIT. — Continental Motors will start production this month on a new line of industrial and transportation diesel engines ranging from 25 to 150 hp, C. J. Reese, president, announced last week. Additional models of higher horsepower will go into production in a few months, he said.

As a companion line to Continental's Red Seal gasoline engines, which already are built to more than 2,000 different specifications over a power range from 8 to 320 hp, the new diesels will enable the firm to provide power for a broad range of domestic and export needs, Reese said.

Diesels made this year will go to manufacturers of farm tractors, industrial equipment, trucks, buses and boats, from whom substantial orders already have been booked.

Five models will comprise the initial diesel engine line, two 4-cylinder and three 6-cylinder models. For industrial use these engines have SAE ratings from 18.2 to 54.2 hp and observed shaft deliveries for intermittent duty of 32 to 116 hp. The three sizes in the transportation line have maximum outputs of 86 hp, 112 hp and 150 hp.

The outstanding characteristic of the diesels, and one in which they depart from conventional design, is in what the company describes as a "cushioned power" combustion chamber which causes delayed burning of the fuel and makes possible low working pressures on the cylinder.

The combustion chamber is so located and designed as to effect marked improvement in power output and economy.

The combustion chamber itself is of the open type, and is relatively small, being confined to the area under the exhaust valve.

Directly off the combustion chamber and opposite the injection nozzle is a double air cell, which is described as a "Dyna-cell." The stream of fuel sprayed by the injection nozzle is relatively coarse—something more than 1/16 inch in diameter at its core, and fringing off into spray at the sides. The spray immediately ignites with the fuel in the open chamber, while the coarse portion of the stream is directed into the air cell on the farside of the chamber.

As the burning occurs within the main combustion chamber, the pressure in that chamber rises and, of course, tends to flow into the air cells with the stream of coarse fuel directed there by the nozzle.

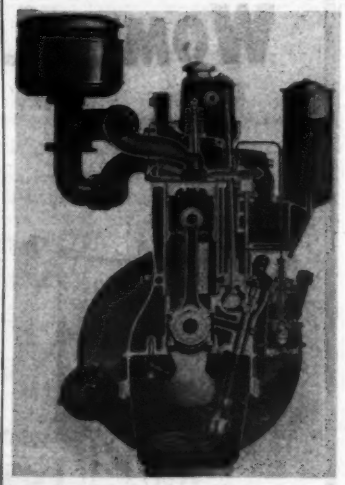
While this is occurring the engine crankshaft is rotating and is moving the piston through the top of the compression stroke and starting downward on its power stroke.

The whole object of getting this quantity of fuel into the air cell is to effect a delay in the burning of all the fuel so the piston may have time to move downward and increase the volume in the cylinder in which the charge is to burn.

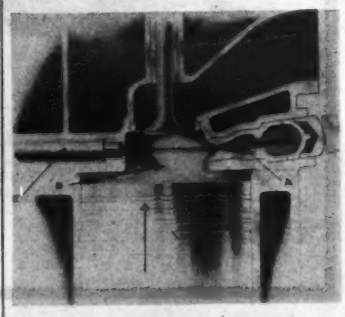
The fuel, having gone into the delaying air cell and having air pushed in with it from the start of the explosion in the main cylinder, starts to burn, and a portion of the fuel in the first air cell blows back into the main chamber while another portion of it blows on into the second air cell.

Thus, the second phase of combustion occurs in the first air cell, where a portion of the fuel trapped in the cell is put back into the cylinder combustion to keep the pressures normal and constant. The remainder of the fuel has been forced back into the rear air cell, further delaying its admission to the main combustion chamber.

The third and last phase of combustion occurs after the piston has had time to move downward appreciably in its stroke. At this point the fuel in the rear cell burns, and the whole charge is forced back through the first cell into the main combustion chamber.



CUTAWAY END view of Continental's diesel. Cushioned-power combustion chamber with "dyna-cell" promotes turbulence, resulting in clean burn and high fuel economy, the company says. Delayed combustion, made possible by use of the "dyna-cell," reduces strains on bearings and other parts, by converting momentary excess of force into useful work. It feeds expanding gases back into head during piston's down-stroke.



SECTIONED SIDE view of Continental Motors' diesel showing position of cushioned-power combustion chamber (B) in exhaust valve area of head. With piston practically at the top of upward stroke, fuel is injected (C), part of the stream igniting instantaneously in main chamber, and the remainder in "dyna-cell" (A).

The SPY with an eye on the ATOM BOMB!

The FBI rips the mask of TOP SECRECY from one of the most remarkable spy stories of all time!

Read how the Nazis dispatched a spy to try to break our atomic secrets—as early as 1942!

Read how the spy got into America — with the unsuspected assistance of the FBI!

Read how the FBI tricked this slick and slippery Nazi into double-crossing Hitler!

Read how we duped the Nazis into diverting German troops from France to Norway—to help pave the way for the Normandy invasion!

Read the most fantastic espionage story of the war — THE SPY WHO DOUBLE-CROSSED HITLER, by the man who engineered the whole hair-trigger deal, J. EDGAR HOOVER. In the May American Magazine, out now.

You Needn't Be a Spy to Learn *This* Secret!

You can see one of the secrets of The American Magazine's success without even lifting its cover. For the "cover line" of every issue announces a newsy article on a subject of importance to Americans — and you'll find it written *by*, not merely *about*, the man who helped make the news.

J. Edgar Hoover's article in the May issue is another example of what millions of American Magazine readers have come to look forward to.

Watch The American . . . month after month . . . for articles *by* men others write *about*.

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The American Magazine

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GM

(Continued from Page 1)

met are the local issues tying up several plants, including the Chevrolet Forge, New Departure and Fisher-Cleveland No. 1. And adjustments must be made in the material and supply picture.

Now that Reuther has won his fight for the presidency of the UAW, however, it is felt that there is a good chance of cleaning up the loose ends of the strike speedily.

These will hold down production if they continue. For instance, with Chevrolet Forge still out the gear and axle plant will be affected, which in turn will keep down production.

However, S. E. Skinner, Oldsmobile's chief, revealed that Oldsmobile's forge was producing forgings for the other car divisions.

Although previously the corporation had said that none of the plants would start until workers at all the plants agreed to return, H. W. Anderson, vice - president in charge of personnel, later told Reuther "we are now able to get certain operations started in many of the plants which in the last few days have been prepared for production.

ONE OF THREE winners in a contest among Detroit district Dodge dealers for outstanding displays of Dodge cars is this one of Hodges Motor Sales, Ferndale. Other winners were Harry Shorter, Inc., Detroit, and Stewart Motor Sales, Mt. Clemens. The car above is red with white streamers. Judges were the three Detroit daily newspaper auto editors, Leo Donovan, Free Press; Ralph Watts, News, and Siler Freeman, Times.

Studebaker Girds For Early Start At Canada Plant

HAMILTON, Ont. — Production equipment is to be installed in the former Otis-Fensom ordnance plant here, and operations will begin soon by the new owners, Studebaker Corp. of Canada, according to D. C. Gaskin, vice-president of the firm. The sale of the big war plant by War Assets Corp. has been completed with the signing of the order-in-council at Ottawa.

Gaskin explained that new equipment will be installed in the plant as soon as it is available. He said the company hopes to begin operations within a few months.

The property involved in the transaction is a one-story structure covering approximately 7½ acres.

Dealers' Antidote

Cincinnati Assn. Sees Public Relations Aid In Newly Adopted Code of Ethics

CINCINNATI. — Adoption of a code of ethics covering those policies which have always been used by reputable dealers was announced last week by Cincinnati Automobile Dealers Assn.

At the same time, Erdie Turner, acting secretary, stressed its public relations value as an antidote to unfavorable publicity in the daily press.

The aims and purposes of the code are "To promote and maintain fair competition and dependability in advertising, merchandising and operation and to protect the public against misrepresentation, deception and fraud."

Turner said that there is possibility that in the future conditions may develop where a publicity campaign based on the code might be advantageous to the members.

It is the plan of the association to furnish each member a copy of the code in a special frame which will also be a membership sign.

It is also planned to use the code as an educational measure whenever a new dealer is granted a license.

Prior to this time, we don't believe that any effort has ever been made to acquaint newcomers in our industry with the standards to which it is believed our industry should conform, Turner added.

Radio Prices Set For 4 Car Makers; Upped Over '41

WASHINGTON. — Auto radios manufactured for four automobile companies were given ceiling prices at all levels of sale last week by OPA.

In all cases the new prices at retail differ from March, 1942, prices by the dollar cost, at the manufacturing level, of specification changes since the last models were produced, OPA said. This cost is passed through to the consumer without markups, but all other cost increases are absorbed by auto manufacturers, distributors and dealers, the agency explained.

The sets receiving price authorization today will be sold by distributors of Hudson, Nash, Chrysler and Studebaker automobiles. The new prices are quoted without tax, without antenna and uninstalled unless otherwise noted. Comparable prewar prices are given for comparison.

Make	New Retail Price	1941 Retail Price
Hudson (prices include antenna, installation)	$62.87	$57.46
Chrysler	51.42	49.62
Nash (installed, no antenna)	57.09	50.95
Studebaker (installed, no antenna)	32.39	29.34

The specification changes which account for the increase over 1941 prices are represented by the manufacturers as improvements in quality, OPA said. Installation charges will average between $2 and $4, and antennas bought separately will cost consumers about $5 or $6, the agency said.

St. Louis Dealers Reelect Thoms

ST. LOUIS.—L. W. Thoms was reelected president of the Greater St. Louis Automotive Assn. last week. Other officers are Sidney Weber, vice-president; G. M. Berry, treasurer; Joseph A. Schlecht, secretary-manager; Fay Hahn, assistant-secretary.

New directors are: G. M. Berry, Berry Motor Car Co. (Packard), reelected; E. B. Jones, E. B. Jones Motor Co. (Dodge - Plymouth); Thos. S. Kenny, Thos. S. Kenny, (used cars), reelected; C. F. McClure, Mendenhall Motor Co. (Ford), reelected; A. H. Roeper, Roeper-Danz, Inc. (Ford).

Obituaries

A. J. Rasmussen Dies in Galveston

GALVESTON, Tex.—A. J. Rasmussen, 75, head of the Rasmussen Ford dealership, died last week at his home following a brief illness. He was one of the first Ford dealers in Texas.

In 1904, he introduced to Galveston the first Ford model manufactured by Henry Ford. In 1898, he went into business with the late John Christensen operating a bicycle repair shop. The business later expanded into sporting goods and in 1903 acquired the Ford dealership.

* * *

Frank Snyder

CLEVELAND. — (UTPS) — Frank Snyder, director of the standards division of White Motor Co., died March 10 at his suburban University Heights home. Mr. Snyder, 47, had been with White for 22 years.

* * *

Frank R. Moore

CLEVELAND.—Frank R. Moore, 61, a sales official for Ohio Buick Co. until the outbreak of World War II, when he became an engineer in the General Motors Diesel Engine division here, died March 14.

* * *

Dave Bolger

BORGER, Tex.—Dave Bolger, automobile dealer of Mount Vernon, Tex., was killed in an auto accident near here March 6.

▶Has It Ever Occurred to You that YOU LOSE MONEY ON 2 OUT OF EVERY 3 CARS YOU SELL

BACK IN 1929 you financed 6 out of every 10 cars you sold. And realized a sizeable reserve on each. By 1941 you lost all but about 3 finance deals in each 10 cars you sold.

And that year, *only a few* banks did nearly a 1½ *billion* dollar volume in auto financing. Every such dollar cut you out of a profit.

Based on U. S. Government compiled figures, it can be shown that bank deals cost the dealers in major markets an average of $5,088 in reserve *profits* in 1941.

The picture is worse now.

Now there are 10,000 banks financing automobiles and 75,000 insurance men have organized to short-circuit dealers by encouraging direct deals. It is authoritatively estimated that this—in the next 12 months—can cost the average city-dealer $7,500 and perhaps as much as $10,000 in reserves. Will you be one to lose this important profit?

You won't...

if you are a GFC Dealer. GFC Dealers will have a *new* plan which meets bank competition on every point. Rates as low as the lowest! Complete insurance that really protects. Liberal credit consideration. An easy collection policy. Motor Club services. Repair financing. These are only a few of the selling points for the car buyer.

And for you—the dealer—there's a *liberal* reserve, continued wholesale, and generous used car financing, including marginal credit risks (all of which direct deals could ultimately cut off).

* * *

GET THE FACTS. Preserve your reserve profits. Write, phone or wire GFC headquarters in Chicago. Ask to have our nearest office lay full facts of this new plan before you.

ESTIMATED ANNUAL LOSS OF DEALER RESERVES
in a few major cities, on bank-financed deals*

ALBANY	$ 111,936.00	MEMPHIS	$ 162,816.00
ATLANTA	178,080.00	MIAMI	91,584.00
BALTIMORE	234,400.00	MILWAUKEE	295,104.00
BOSTON	290,016.00	MINNEAPOLIS ST. PAUL	417,216.00
BUFFALO	193,344.00	NEW ORLEANS	183,168.00
CHICAGO	1,348,320.00	NEW YORK	1,740,096.00
CLEVELAND	595,296.00	PHILADELPHIA	605,472.00
DALLAS	239,136.00	PITTSBURGH	284,928.00
DES MOINES	193,344.00	SAN FRANCISCO	483,360.00
DETROIT	697,056.00	ST. LOUIS	534,240.00
HOUSTON	228,960.00	SEATTLE	305,280.00
INDIANAPOLIS	239,136.00		
JACKSONVILLE	132,288.00		
KANSAS CITY	417,216.00		

**Computed by multiplying major-city-dealer average loss of reserve by number of dealers in each city.*

Send for interesting booklet which tells how much bank competition cost you in lost reserves.

General Finance Corporation

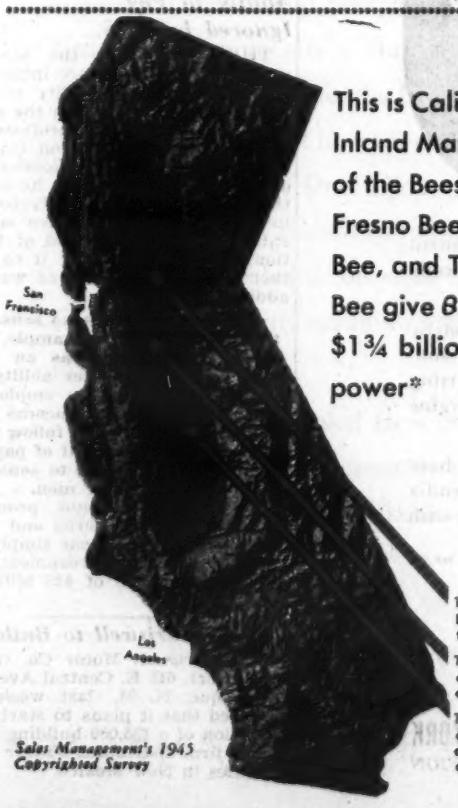
BRANCH OFFICES IN PRINCIPAL CITIES

GFC GENERAL FINANCE CORPORATION

184 West Lake Street • Chicago 1

...like California without the

BILLION DOLLAR VALLEY OF THE BEES



This is California's great Inland Market...the Valley of the Bees...where The Fresno Bee, The Modesto Bee, and The Sacramento Bee give 81% coverage of $1¾ billions buying power*

THE SACRAMENTO BEE is HOME-DELIVERED to 94 out of every 100 families in the ABC city zone

THE MODESTO BEE offers 91% coverage in ABC city zone; 57% of trading area.

THE FRESNO BEE, with largest circulation between San Francisco and Los Angeles, gives 90% coverage in ABC city zone.

Sales Management's 1945 Copyrighted Survey

VISUALIZE 1,200,000 people in a fertile, 500-mile valley, hemmed in by high mountains. Equip these people with a total Effective Buying Income of 1¾ billions . . . and a habit of spending 34% more at retail than the average U. S. citizen.

That's a quick idea of the great INLAND California market—the Billion Dollar Valley of the Bees.

Valley people are isolated, by geography and by natural interest, from the influence of far-away Coast newspapers . . . just as Philadelphia papers have little appeal to New Yorkers. So how do you talk to Valley people most effectively?

Advertising in LOCAL papers is the time-tested method. And that means the three McClatchy newspapers—The Sacramento Bee, The Modesto Bee, and The Fresno Bee. This trio circulates in an area containing 83% of that population . . . where 88% of all the Valley's retail sales are made. No other papers get into as many Valley homes.

THE SACRAMENTO BEE · THE MODESTO BEE · THE FRESNO BEE

McCLATCHY NEWSPAPERS

National representatives . . . O'MARA & ORMSBEE, INC.

New York • Los Angeles • Detroit • Chicago • San Francisco

AUTOMOTIVE WASHINGTON

Worker Discrimination Explained In Bulletin

By William Ullman

WHAT EMPLOYERS may or may not ask applicants for jobs in states having anti-discrimination laws requires careful and cautious consideration. The issue of alleged employer discrimination against employes seems to be constantly before the NLRB. The rulings vary, according to the nature of each specific case. But there are certain questions which should not be asked. Quite complete examples of the danger of violating anti-discrimination laws are contained in a recent bulletin issued by the New York State Commission on Discrimination. While those examples apply specifically to New York, they are indicative of situations faced by employers in other states with similar laws.

Wm. Ullman

As to the questions employers may not lawfully ask applicants, the bulletin says:

The State Commission Against Discrimination has ruled that it is an unlawful employment practice for any employer or employment agency to make any of the following inquiries, requirements or statements in connection with prospective employment:

1. Inquiry into the place of birth of an applicant for employment, or the place of birth of his parents, spouse, or other close relatives.

2. Requirement that an applicant for employment produce a birth or baptismal certificate.

3. Inquiry into the place of residence of the parents, spouse, or other close relatives of an applicant for employment.

4. Inquiry into the maiden name of an applicant for employment, if a woman, or if the applicant is a man, inquiry into the maiden name of his wife, or in either case, inquiry into the maiden name of the mother of the applicant.

5. Inquiry into the original name of an applicant for employment whose name has been changed by court proceedings or otherwise.

6. Inquiry whether an applicant for employment is a naturalized or native-born citizen; the date when the applicant acquired citizenship; whether the applicant's parents or spouse are citizens of the United States; the date when the applicant's parents or spouse acquired citizenship.

An applicant for employment may be asked "Are you a citizen of the United States?" If the applicant states that he is not a citizen of the United States he may be asked, "Do you intend to become a citizen of the United States?"

7. Requirement that an applicant for employment produce his naturalization papers.

8. Inquiry into the whereabouts of an applicant for employment during the first World War, i.e., the period from 1914-1919.

9. Inquiry into the religious denomination of an applicant for employment, his religious affiliations, his church, parish, pastor, or religious holidays observed.

An applicant for employment, however, may be asked, "Do you regularly attend a house of religious worship?"

He may be told, "This is a six-day job — employes are required to work Monday through Saturday inclusive."

He may not be told, "The following holidays will be observed by this firm, and no others: Decoration Day, July Fourth, Christmas and New Year's Day."

He may not be told, "Employes are required to work Rosh Hashonna and Yom Kippur."

He may not be told, "This is a ..... (Catholic, Protestant or Jewish) organization."

10. Inquiry into the lineage of an applicant for employment, his racial ancestry, or nationality.

11. Inquiry into the military experience of an applicant for employment unless limited to the applicant's experience in the armed forces of the United States.

12. Inquiry into the complexion of an applicant for employment.

13. Requirement that an applicant for employment annex a photograph.

14. Inquiry into the organizations of which an applicant for employment is a member unless the inquiry excludes organizations, the name or character of which indicates the religion, race of national origin of its members.

The applicant, however, may be asked, "Are you a member of the Communist Party or German American Bund?"

After employment, an employer may make inquiry into the race, creed, color or national origin of his employes, provided the information is not used as a basis of discrimination.

* * *

OK of Loan to Britain Urged by U. S. C of C

CONGRESSIONAL APPROVAL of the proposed financial agreement with the United Kingdom is strongly recommended by the United States Chamber of Commerce.

President Eric Johnston told the Senate Banking and Currency committee last week that the Chamber's board of directors favors the agreement "because we, like all American people, are interested in jobs for American workmen and peace for the world."

Submitting the board's statement of approval, Johnston said:

"The best way to secure jobs and peace is through an expanding world economy. We feel that an essential step towards an expanding world economy is this proposed agreement with Great Britain."

* * *

Supreme Court May Rule On Vet Seniority

THE CONTROVERSIAL issue of "super-seniority" in the reemployment of returning veterans may be argued before the Supreme court. A petition has been filed asking the court to review the decision of March 4, filed by the Second Circuit court of Appeals in the case of Fishgold v. Sullivan Drydock Corp.

The decision of the Circuit court has been widely publicized as definitely overruling the so-called principle of "super-seniority" as advanced by administrative interpretations of the director of the Selective Service system.

That doctrine, simply stated, is that a returning veteran, in seeking restoration to his former position, should have priority over all other employes except other veterans.

* * *

Ability to Pay Ignored by U. S.

THE VALUE of the services performed is a far more important consideration than ability to pay in determining wages, in the opinion of Harley L. Lutz, professor of Public Finance, Princeton University. Writing in the *Commercial and Financial Chronicle*, he states that the concept of ability to pay in wage matters "has been sufficiently abused in the field of taxation, without subjecting it to further abuse in the field of wages," adding:

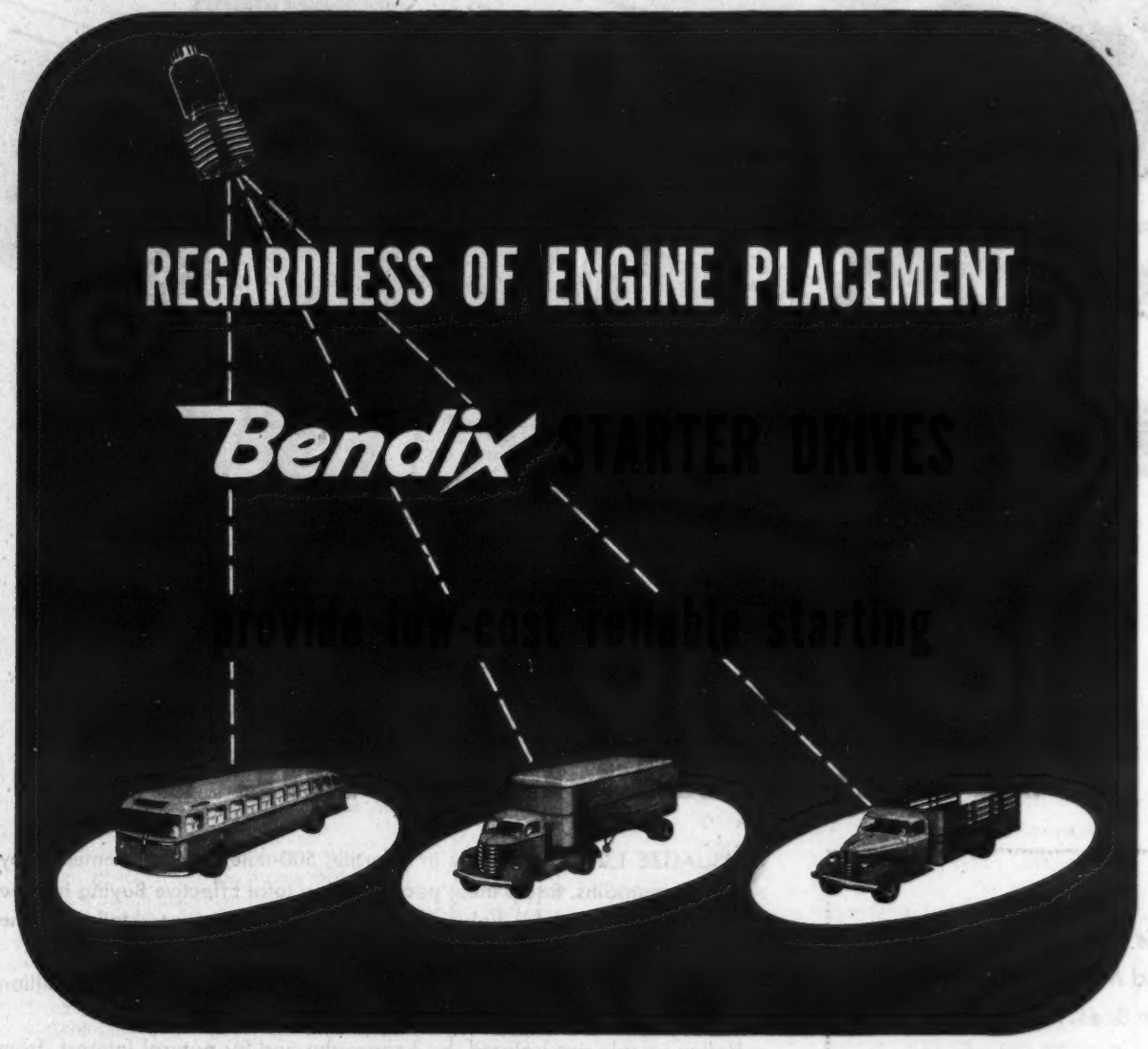
"Actually it makes no sense in the latter field. For example, the Federal government as an employer has far greater ability to pay than any private employer, judged by relative income receipts. Yet it does not follow this rule, even to the extent of paying as much as it should to some of its important career men.

"Mr. Truman would promptly veto a bill to pay clerks and stenographers $10,000 a year simply because the federal government had an annual income of $26 billion a year."

Black-Criswell to Build

Black-Criswell Motor Co. (Kaiser-Frazer), 616 E. Central Ave., Albuquerque, N. M., last week announced that it plans to start construction of a $35,000 building soon.

The firm distributes Frazer in 15 counties in New Mexico.



If you are planning or producing commercial vehicles here is one important fact to keep in mind. The fully automatic operating principle of the Bendix® Starter Drive eliminates any need for specially designed mechanical linkage for each change in engine location.

For with the Bendix Starter System all that is required is a simple starter switch near the operator and a wire connection to the cranking motor.

The advantages of this complete adaptability of the Bendix Starter Drive are not only simplicity of design, and trouble-free operation. Of perhaps even greater importance to manufacturers is the fact that Bendix Drive provides the *least expensive* and the *smallest* unit for remote control instrument panel starting—as the solenoid is used only to close the electrical circuit.

The Bendix Starter Drive principle gives fully automatic meshing and demeshing, resulting in lower cost, simplicity of installation and complete safety to the starting system in case of accidental engagement while the engine is running.

Bendix starter design and dependable performance have been proven by over sixty-five million installations. Bendix engineers will welcome an opportunity of working with you on your starter problems.

®REG. U. S. PAT. OFF.

PRODUCTS OF Bendix AVIATION CORPORATION

Bendix Drive

ECLIPSE MACHINE DIVISION, ELMIRA, NEW YORK
DIVISION OF BENDIX AVIATION CORPORATION

750 Top Ad Men asked for More!

—ABOUT THIS BRAND NEW IDEA ON HOW TO INFLUENCE PEOPLE

(a) **Ideas (influences) work horizontally.** Like influences like; rarely unlike. Bankers, big-shots chiefly influence fellow bankers, big shots—wage earners chiefly influence wage earners, etc.

(b) Contrary to common belief—**ideas do NOT regularly percolate downward.** Ideas (influences) operate in their own economic and occupational groups through that group's own *opinion leaders*. Farmers are most apt to get their ideas (opinions) from other farmers. So, too, with wage earners, preachers, tycoons, all others.

BUT MOST IMPORTANT—these new facts further indicated that advertisers can reach these people whose voice influences so many—these opinion leaders—reach them through *one kind of medium* above all others.

...AFTER 17,000 MAN-HOURS (FIELD WORKERS, SUPERVISORS, STATISTICIANS, AND ANALYSTS ONLY).

During the past year and a half, handfuls of ad men heard TRUE STORY tell of revolutionary new facts on how ideas get across to people. These findings, developed by Columbia University's Bureau of Applied Social Research, *were* first about politics. And 750 top ad men asked if equally useful facts could be gathered about food, fashion, movies and markets.

Now... AN ANNOUNCEMENT!

Under a major social research grant by TRUE STORY, Columbia University's Bureau of Applied Social Research has for 18 months been digging deep and big into the whole field of how people get ideas and how *you* can influence them. Dr. Paul F. Lazarsfeld and Dr. C. Wright Mills have asked two million questions, piled up a fund of information on some 10,000 punch cards. Right now Hollerith machines are grinding out the first grist of facts.

The new data included facts on how ideas are made and communicated on consumer product ideas, fashion and looks, motion picture likes and dislikes, even ideas about politics.

WHEN WILL THE FINDINGS BE READY?

Some time this spring! And it's not too early NOW to register with your nearest TRUE STORY office to be among the first to see the distilled and usable report. Advertising offices in New York, Chicago, Boston, and San Francisco.

FOR 25 YEARS THE WAGE EARNERS' FAVORITE MAGAZINE **TRUE STORY**

FOB FACTORY

Coal Strike Effects Are Minimized

By A. H. Allen

CESSATION of coal mining, as a result of the probable strike of miners, will not have serious effects on industrial supplies of coal around Detroit unless the walkout is protracted. Large users of coal, such as Great Lakes Steel Corp. and Ford Motor Co., follow the policy of bringing stocks in by boat during the lake navigation season, and storing a sufficient quantity in the fall at the close of navigation to last until the lakes open again in the spring. Freighters are not scheduled to get up steam until Apr. 15, but stocks laid down here from last year are ample, having been reinforced in some cases by rail shipments this winter.

There is undoubtedly a large tonnage at lower lake docks awaiting loading, so the effect of a tieup at the mines would not be reflected for a month or more.

A. H. Allen

Some observers were of the opinion John L. Lewis might have emerged with far greater prestige if he held off the coal strike and negotiated a new contract while operations continued. It would have marked a more enlightened policy than the CIO has practiced in recent months, and the public in general is getting vastly fed up with strikes and work interruptions which win the participants little that could not have been realized by continuing work.

* * *

For Jubilee?

DIRECTORS of the proposed transportation pageant to be held in connection with the automobile industry's Golden Jubilee celebration May 31 might do well to work out some sort of deal with Ford's Greenfield Village Museum where there are on display literally thousands of transport vehicles ranging from ox carts and high-wheeled bicycles to a complete variety of gasoline powered equipment of early vintage.

All these vehicles are in perfect operating condition, and they comprise one of the most amazing displays anywhere in the world.

* * *

Little of Each

PROSPECTS of an early removal of OPA price controls from manufactured goods are considered by automotive parts manufacturers as one of the most encouraging developments to come from Washington in many a month. The next problem, once controls are lifted, will be to negotiate equitable prices with automobile company buyers, and while the industry has historically had a "tough" purchasing policy, it has always recognized legitimate costs of suppliers and the necessity of vendors making a profit.

Many parts people are still selling at 1941 price levels and are coming into dire need for upward price adjustments. The end result can only be further increases in automobile prices or some cheapening in materials and construction methods. Actually there will probably be a little of each.

* * *

Bodies for Frazer

REPORTS in industry circles say initial assemblies of bodies-in-white for Frazer models to be trimmed, painted and upholstered at Willow Run will come from Hayes Mfg. Corp. in Grand Rapids. At one time Hayes was reported working with Willys on a passenger car body and truck cab design, neither of which have yet been formally announced by the Toledo producer.

Kaiser-Frazer buyers have been scouting the country for open capacity on large presses to make body stampings, such as roofs, door panels, fenders, etc., but there is little available time in any shops handling this type of work. Eventually, it is hoped to equip Willow Run with enough heavy presses and related fabricating equipment to permit building complete bodies there, but it may be several years before this program can be completed.

* * *

Car Deposits

CAR MANUFACTURERS would give a lot to know how many waiting buyers have made cash down payments with several different dealers and will take the first car that comes through, sacrificing the other orders. Presumably such down payments are not refundable, but if there is a lot of this multiple ordering, the total of orders now on books is a fictitious figure. Some suspect the practice is far more widespread than might be imagined in view of the easy money condition of the country.

* * *

Plant Departure

UNUSUAL architectural departure in office buildings attached to new assembly buildings going up in Wilmington, Del., Framingham, Mass., and Atlanta for the Buick-Olds-Pontiac division of General Motors is a V-shaped layout. The buildings are two stories in height and have wings on either side set at an angle of about 20 degrees with the central or entrance section.

Result is said to be better lighting of offices and easier access to kitchen receiving rooms and garage located in the wings of the buildings. Work on the structures was not interrupted during the GM strike since they are located on property not previously occupied by GM.

BECAUSE OF interesting closeups of several out-of-the-ordinary manufacturing operations with specially designed machinery, a movie produced by Clark Equipment Co. is enjoying considerable demand on the part of engineering instructors in leading technical schools for use in their classes. Among unusual operations pictured are the steps in making a one-piece forged axle housing from a single plate formed into a tube; silent blind riveting—from one side only—by Clark's own process; the modern method of mechanized material handling by means of Clark fork lift trucks and industrial tractors.

Extra Value for your customers ... Extra Sales for you!

1 If your customer dies during the term of his contract, all future payments due on his car are cancelled through Customer Group Life Insurance.

2 Emergency repairs to customer's car can be financed promptly anywhere in the U. S. A. through his Travel Emergency Certificate.

3 Bail bond up to $5,000.00, in case of local traffic law infringement, is provided customers through a Bail Bond Certificate.

4 Tire change, towing, aid in starting car, battery replacement and gasoline delivery are part of Towing and Road Service.

Let the Helpful Hand of Universal C.I.T. add its *extra value* to every new or used car sale you make. You lay the foundation for repeat sales and service when you enable your customers to buy, finance and insure a car in one transaction—right at your desk—with nationwide protective services included.

Look at these continuing values through the eyes of your customers . . . and put the Helpful Hand to work for you without delay.

*Not available in Ohio.

There's more to financing than money!

UNIVERSAL C. I. T.

Universal C. I. T. Credit Corporation, One Park Avenue, New York

Direct vs. Dealer Approach . . .

Bankers Air Methods On Auto Financing

COLUMBUS, O.—Divergent views as to the best approach for banks in their efforts to broaden their activities in installment sales financing were expressed at a consumer credit conference sponsored here last week by the consumer credit committee of Ohio Bankers Assn.

Indirect lending through the dealer by discounting his notes is the only way in which to obtain volume in consumer lending, it was contended by P. R. Geisinger of the consumer credit department of the National City Bank of Cleveland, while Herbert F. Koch, president of the Guardian Bank & Savings Co., Cincinnati, argued for the direct method of financing automobile purchases through loans to buyers.

"For many years," Geisinger pointed out, "the buying public has been accustomed to buying nationally - advertised products from dealers and the dealer in turn handling the entire transaction for the buyer. This method has proven to be the easiest method for the buyer as no advance arrangements are necessary on his part. With only a very little advance notice, he can make his purchase and secure immediate delivery.

"With the indirect plan the dealer takes the credit application and chattel mortgage and submits them to the financing agency. Any bank approaching this field on a direct basis is confronted with the problem of changing the buying trend of the purchaser as well as receiving opposition from the dealer.

"The dealer discount plan enables the dealer to deliver his commodity with the assurance that he will get his cash for the purchase with a minimum of effort."

JOHN H. EAGAL CO. (Ford), Stockton, Calif., has completed rebuilding and remodeling its parts stockroom and bins. Eagal adopted a color scheme of light buff for the bins. This combined with an unusual lighting system—two Neon cathode tubes running the length of each aisle—shows up each tag and bin plainly. Flat steel surfaces are of pale blue and the fluted over-aisle panels are alternately in buff, pale blue, light rich blue and flex rich blue. The payoff is a comparison of parts sales: January, 1944, $11,095; January, 1945, $23,880; January, 1946, $30,768.

An automobile dealer, for example, he said "receives a reserve which has been established by competing companies. This reserve has proven to be a profitable item in his operation and, in his case, the resistance to the banks operating on a direct plan is going to be strong and very effective.

"It is necessary for a bank operating on a discount basis to have a very good insurance plan so that the purchase of an automobile can be covered by the bank and the interest of everyone is protected promptly. A number of banks feel that they prefer to do business directly through insurance agents.

"Banks operating on a direct basis through insurance agents hope they can control a large volume of automobile financing. It will be necessary for every bank to elect which plan they want to follow."

In his opinion, "insurance agents will probably control a larger part of this business than has ever been controlled before. However, when you consider the over-all picture, this will represent a very small portion of the finance business. National underwriter's figures indicate that today less than 5 percent of the automobiles operating have collision coverage. This should indicate that agents' control is and will be a very limited one.

"The dealer is interested in controlling this business. The customer's eagerness to get delivery of an automobile when he buys it, makes it quite simple for the dealer to influence the customer to complete the entire transaction at the dealer's place of business.

"This plan saves the borrower time, is more convenient for the borrower and the dealers, costs the borrower no more and assures him of proper insurance coverage at the time of delivery."

Asserting that "many banks have been reluctant to approach the dealer discount business for the reason that they have been misinformed," Geisinger pointed out that the situation has changed drastically from 20 or 25 years ago when "many manufacturers were in poor financial condition and there was a large turnover in manufacturers and dealers."

Automobile manufacturers have "all made very decided improvements in their dealer representation," Geisinger noted, emphasizing that the financial condition of dealers is no longer weak. "I would venture to say," he declared, "that for the year 1946 with the limited number of cars that will be available, less than 25 percent of the dealers throughout the United States will require wholesale financing or floor plan accommodations. It is quite possible that this same picture will continue through 1947."

Koch contended, however, that "for the long pull, and for a small or medium-sized bank, for the continuation of sound, continuous business, and for maintenance of respect and goodwill for your bank in your community, I believe the direct plan has the distinct advantage."

Depicting as undesirable the "pack" or rebate which must be paid to dealers under the floor plan, Koch said: "To get the dealer you must pay him this rebate or 'pack' from the interest you receive and from the insurance which you place. Unless you offer this 'pack' you will not get much business. The dealer will give his business to the bank which offers the largest rebate."

"There is a growing resentment on the part of the public against the idea of the rebate or 'pack,'" he declared. "None of us object to paying a fair interest rate and a fair price for our automobile insurance, but we do object to the idea that a substantial part of this rate is going to the dealer as a special 'cut.'. . .

"While rebates, insofar as financing is concerned, are perfectly legal. I do believe that ethically it can be questioned. It smacks of the early days of Standard Oil. Call it a 'hold back' or 'dealer reserve' or what you will, a 'rose by any other name will smell as sweet.'"

Pointing out that in the case of large dealers floor plan loans, besides being of questionable desirability, run into very large amounts, Koch said that "restricted by the legal limitations on loans, smaller banks cannot make loans large enough to meet this demand, and so lose the retail business."

In further arguing against dealer financing, he said "there is a tendency on the part of the dealer to control your credits. He expects you to take all of his paper. He resents the turning down of deals. In order to keep his business you must take transactions you would prefer to reject."

5 Fire, theft, collision, flood, riot and eighteen other hazards to his car need not cause customer loss. Adequate insurance protects him.

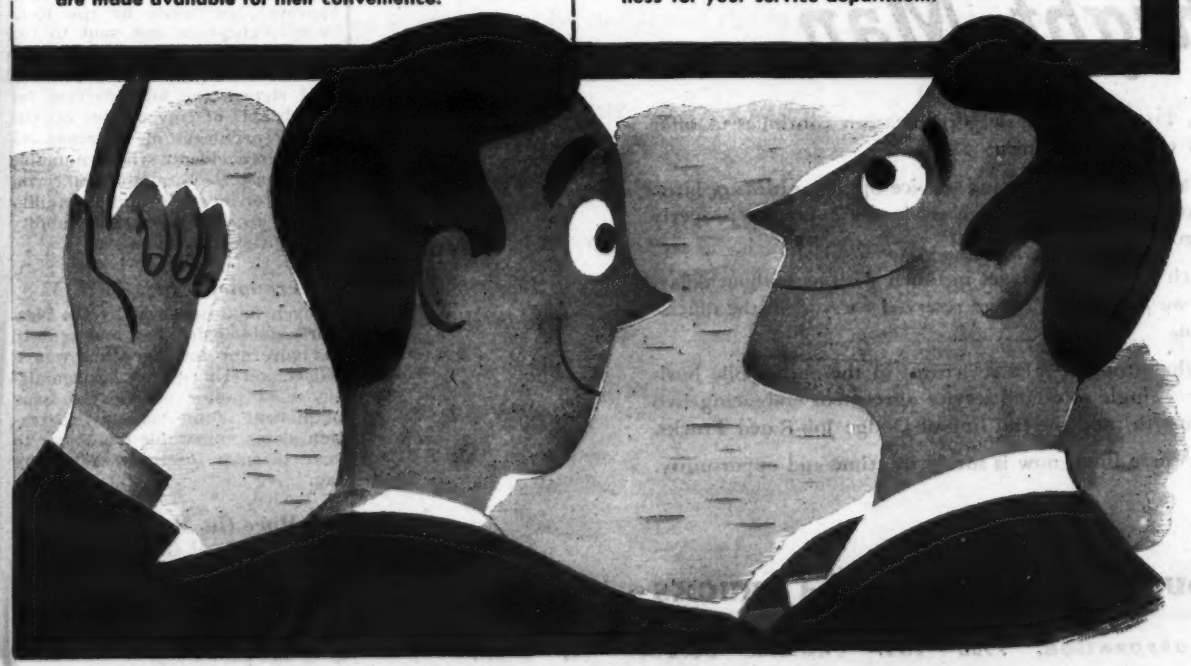
6 *Personal Accident Insurance protects your customer as driver, passenger or pedestrian. Up to $10,000 is paid as scheduled in the policy.

7 *$100.00 Notification Service puts customers in touch with friends or relatives in case of accidental injury. Identification cards are provided.

8 Seasonal Plans are arranged for buyers whose incomes are irregular. These include Farmer Plans, School Teacher Plans, Short Term Plans.

9 Special consideration is given your customers in times of emergency. Rewrite and Refund Plans are made available for their convenience.

10 CARepair Plan for financing major car repairs, maintains car value and makes possible more business for your service department.



Stokes Starts Carrier

FRANKFORT, Ky. — Charter has been granted to Stokes Trucking Co., Monticello, with capital stock of $10,000. Incorporators were Charles, W. A. and Zelpha Stokes.

AT THE SPEAKER'S TABLE at the Central Motor Freight Assn. business development meeting March 19, Hotel Sherman, Chicago (seated, left to right): Walter W. Belson, public-relations director, American Trucking Assns.; Chester G. Moore, chairman, board of directors, CMFA; Alex Scherer, meeting chairman and president Scherer Freight Lines, Ottawa, Ill.; Harry F. Chaddick, president American Transportation Co. Standing are Brig. Gen. William W. Williamson, executive vice-president, Motorcade, Inc. and vice-president Standard Freight Lines; Si Fisher, president, Spector Motor Freight Co.; Harry Eckland, City of Chicago official; A. P. Nelson, president, Illinois Motor Truck Operators Assn.; Lloyd Johnson, Chicago commissioner of streets; Les Allman, vice-president, Fruehauf Trailer Co., Detroit; Walter Mullady, president, Decatur Cartage Co.; Martin Kennelly, Chicago Red Cross drive chairman; C. John Viking, CMFA president, and Frank Furse, district director ICC, bureau of motor carriers. Moore, Belson and Allman were speakers.

Bermuda OK's Private Autos

MONTREAL.—Residents of Bermuda, prohibited until the first of this year by law from operating private automobiles on the island—will now be able to drive their own cars in Bermuda legally, Canadian Press has reported.

Legislation permitting the private use of vehicles was passed in the House of Assembly by a 21-12 majority after the members rejected by a 20-9 vote a petition, signed by 4,928 adult persons, asking the assembly to refer the issue to the electors of the colony.

In the Hopper . . .

Higher Gasoline Taxes Seen for Next Year

NEW YORK. — Bills proposing higher gasoline taxes were introduced this year in the legislatures of at least five states, with indications that such measures will be more widely sought in 1947, a survey revealed last week.

Virginia legislature enacted a bill increasing the gasoline tax from 5 to 6 cents a gallon, effective in July. Other higher gasoline tax bills are pending in Kentucky, Massachusetts, Mississippi and Rhode Island.

Although strongly opposed by gasoline retailers, the Virginia increase was supported by Virginia Highway Users' Assn. because it was enacted as part of a program which included repeal of the state's 2 percent gross receipts tax on motor trucks.

A bill to increase Kentucky's gasoline tax from 5 to 6 cents a gallon, together with a measure to levy a new tax of 1 cent a quart on oil, are being opposed on the claim that out-of-state purchases would be encouraged.

Bills pending in Massachusetts sought an increase in that state's gasoline tax from 3 to 4 cents a gallon. A Rhode Island bill proposed an additional 1-cent-a-gallon tax to raise funds for municipal road construction.

Current-year interest in higher gasoline taxes is an extension of a trend which last year saw such proposals introduced in some 19 states, with higher rates being enacted in four, Idaho, Iowa, Kansas and Oklahoma.

The Kansas increase, from 3 to 4 cents a gallon, went into effect on March 1, this year, to raise funds for secondary road construction. The other three 1945 enactments became effective last year.

With gasoline tax receipts generally exceeding anticipations, the fiscal outlook in the states for postwar road construction has been brightening.

Construction delays occasioned by the labor situation and other factors also have tended to permit additional accumulations of state highway funds. But, even though the states generally are able to start putting up their share of the $3 billion federal-state postwar highway construction program, a number still do not have revenues in sight for the full undertaking and for the additional construction planned in some instances.

Indications already are apparent that gasoline tax increases will be widely proposed next year, when some 45 state legislatures are scheduled to convene in regular session.

Gov. Herbert B. Maw has expressed belief an increase in Utah's gasoline tax will eventually be necessary, with the Utah Highway Advisory council having announced it would not oppose a jump from 4 to 5 cents in the rate if all automotive tax revenues were dedicated to highway use.

A proposal for a 2-cents-a-gallon increase in Colorado's gasoline tax rate is regarded as virtually certain to be pressed during the 1947 Colorado legislative session.

An increase in California's gas tax has been recommended by an interim legislative commission to finance an estimated $634,500,000 highway construction program, with the issue to come up next year unless raised at an earlier special legislative session.

A 1-cent increase in the Texas gas tax rate is expected to be urged during the 1947 Texas legislature to finance an expanded farm-to-market road program.

Revival of the issue is expected in Connecticut, where both Gov. Raymond E. Baldwin and the state Highway commission unsuccessfully sought passage of a 1-cent increase last year.

The possibility of reduced gasoline tax rates is seen in some instances even though the trend appears to be in the other direction. It was recently reported that abolition of Oklahoma's 1945 extra 2-cent gasoline tax is likely to be recommended by an interim state legislative tax revision study group.

In South Dakota, highway users are planning a campaign for reduction of that state's gas levy from 4 to 3 cents.

Pressure for more stringent administration of laws providing for gasoline tax refunds to non-highway users may tend to lessen the need for more highway revenues in some instances. Designed to exempt from taxation the use of gasoline for farm machinery and other non-highway purposes, these laws have been loosely enforced in a number of states, with a resultant heavy drain of tax revenues.

* * *

Driver Responsibility Bill Sent to Ky. Governor

A stringent motorists' financial responsibility bill was given final approval last week by the Kentucky legislature and sent to the governor for signature.

Scheduled to go into effect Jan. 1, if signed, the bill provides for suspension or revocation of the driving privileges of motorists involved in accidents who are unable to demonstrate through liability insurance or its equivalent the ability to discharge their possible liability for injuries and damages.

* * *

Permanent Tags in N. Y.

Given final approval by the New York state legislature and sent to the governor for signature was a bill empowering the state commissioner of motor vehicles to issue permanent motor vehicle registration plates, renewable from year to year through insertion of a date tag.

* * *

More Ga. Road Police

Gov. Arnall of Georgia has signed a bill passed by a special session of the Georgia legislature to increase the number of state highway patrolmen and augment their salaries and allowances.

YES, THE DODGE dealer organization continues to offer exceptional opportunities to the right men.

They occur in trading areas where the sales and service opportunities are large and profitable, but where neighboring Dodge dealers are unable properly to cover the necessary ground.

If you are interested in such opportunities, get in touch with us without delay. If you are the right man we have a fresh page reserved for you in the official books of our organization.

You'd be joining one of the strongest sales structures in the automobile business. You'd operate under a single sales and service agreement embracing two fine cars (Dodge and Plymouth) and the full line of Dodge Job-Rated Trucks.

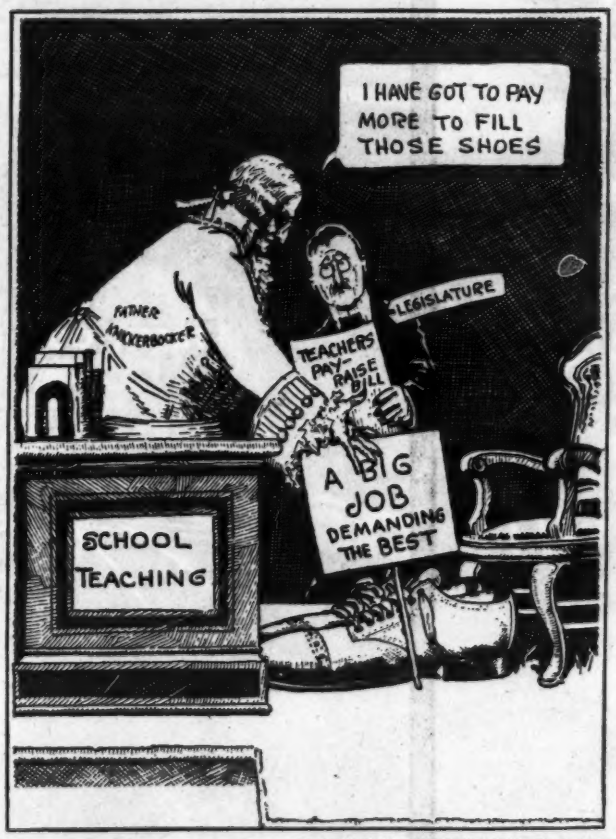
If you are thinking along these lines, now is surely the time and opportunity.

DODGE • PLYMOUTH • DODGE Job-Rated TRUCKS

DODGE—DIVISION OF CHRYSLER CORPORATION, 7900 JOS. CAMPAU, DETROIT 11, MICH.

The Hearst Newspapers have always stood for Americanized and better

POPULAR EDUCATION



NEW YORK AMERICAN, MARCH 23, 1927

"Whatever is right can be achieved through the irresistible power of awakened and informed public opinion. Our object, therefore, is not to enquire whether a thing can be done, but whether it *ought* to be done, and if it ought to be done, to so exert the forces of publicity that public opinion will *compel it to be done.*"

W. R. Hearst

In 1899 the Hearst Newspapers called for development of the nation's public school systems as a basic part of their American internal policy.

In 1910 the Hearst Newspapers introduced the Boy Scouts to America; and ever since they have sponsored the organization as an aid to education and character training.

In 1918 the Hearst Newspapers pointed out that the hope of democracy lies in education and that our educators are the torch-bearers of democracy.

In 1928 the Hearst Newspapers urged increased popular education to combat the crime wave which then was sweeping America.

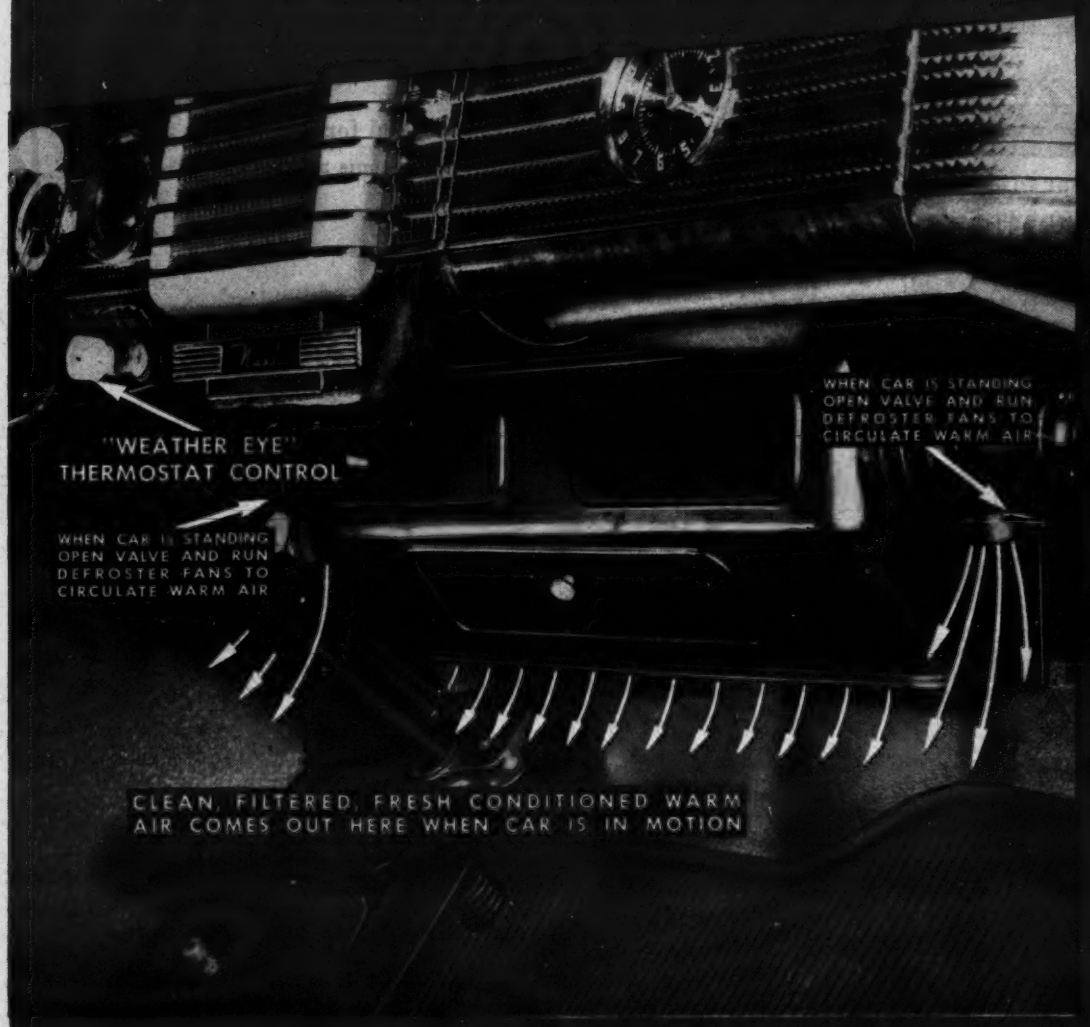
In 1929 the Hearst Newspapers urged that our schools employ the best teachers available and pay them the best possible compensation.

In 1934 the Hearst Newspapers strongly attacked the growth of Communism in our schools and colleges.

In 1944 the Hearst Newspapers attacked "progressive education" for its lax discipline and fostering of juvenile delinquency; in the same year they called for a return to factual learning with special stress on American History.

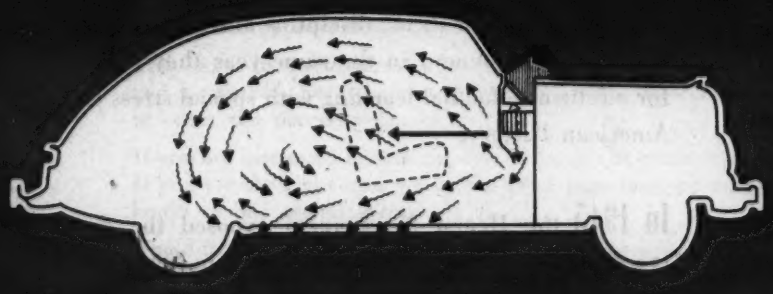
In 1945 the Hearst Newspapers exposed the disgraceful obsolescence of school buildings in New York City and elsewhere in our country.

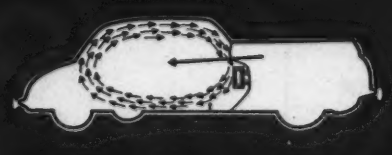
Still the Greatest Feat

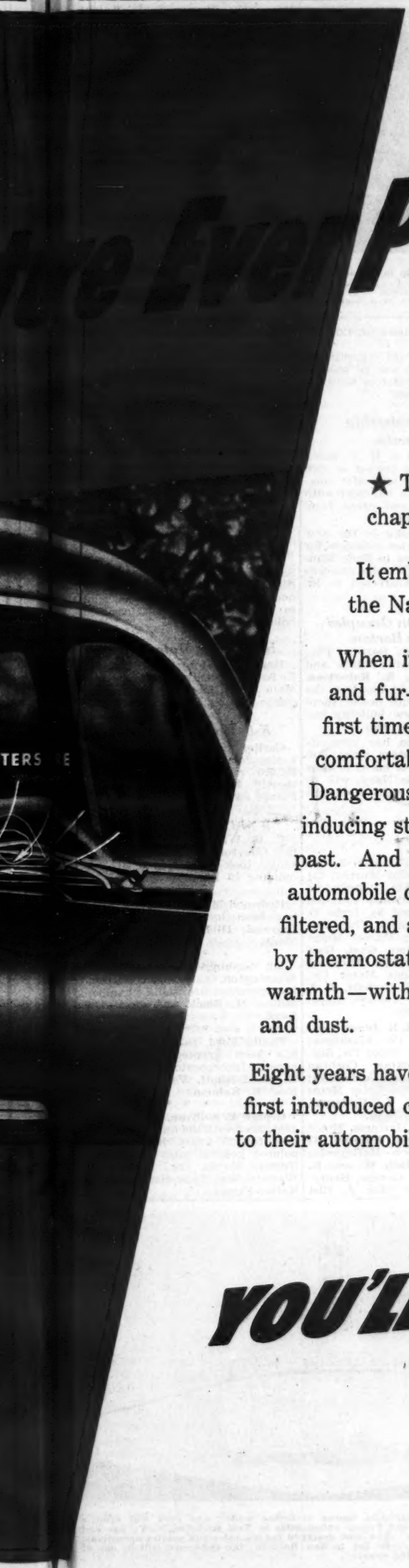


A Complete, Automatic Conditioned Air System—NOT just a "Heater"

Motion and its motion (forward) tends to form a vacuum that sucks in outside cold air, dust, etc., through cracks around the doors and windows. Nash overcomes this by passing air at high pressure into the car with fresh, conditioned air—air that is dry or moist, moderate, filtered of dust, dirt and many forms of pollen. This fresh air flows through the car without draft because it is delivered under a pressure sufficient to automatically expel cold, stale air. When car is standing still turn special electric switch on dash to right side of the "Weather Eye" and circulate air throughout the car, thus preventing fog-prone cold feet by keeping windows clear. High pressure windshield defroster keeps ice and fog from forming.







Put Inside a Car!

★ This simple system started a new chapter in motoring comfort.

It embraces the "Weather-Eye," heart of the Nash Conditioned Air System.

When it came in, the age of lap-robes and fur-lined gloves went out. For the first time winter driving became as comfortable as it was in fair weather. Dangerous monoxide fumes and sleep-inducing stale air became a thing of the past. And everyone in a moving automobile could enjoy fresh air, filtered, and automatically maintained by thermostat control to living-room warmth—with windows closed to drafts and dust.

Eight years have passed since Nash first introduced conditioned air principles to their automobiles—eight years marked by constant perfection and improvement. And the Nash "Weather-Eye" Conditioned Air System is still hailed by owners as the greatest contribution to motoring comfort and we are proud that motorists have benefited by this scientific achievement.

Yes . . . Nash has set the pattern . . . and that's the reason for the enthusiasm, the selling drive you find among Nash dealers.

For with engineering pacing the field . . . with a new kind of franchise . . . with the Nash policy of bigger profits for fewer dealers . . . they know that theirs is a bright and profitable future!

NASH MOTORS

Division of Nash-Kelvinator Corporation, Detroit 32, Mich.

YOU'LL BE AHEAD WITH Nash

Tune in the Nash musical hit—David Rose and his Orchestra with Curt Massey. Wednesdays 10:30 p.m., E.S.T. • 9:30 p.m., C.S.T. • 8:30 p.m., M.S.T. 7:30 p.m., P.S.T. • Columbia Broadcasting System.

Dealer Doings

Peterson Appoints Faust To Supervise Service

Elliott S. Peterson, Chrysler distributor, Portland, Me., announces appointment of **Maj. Nile E. Faust,** as vice-president in charge of the parts and service departments. Before the war, Faust was district service representative of the central service division, covering the Portland territory.

Major Faust

He was commissioned in the Army Air Forces in 1942, and was in charge of various maintenance engineering operations at several airfields in New York and Massachusetts. He is a graduate of the University of Pittsburgh.

* * *

Construction Progresses On Carolina Willys Home

At a cost of approximately $50,000, construction work is going forward on a modern new building for Carolina Willys Co., Battleground Ave., Greensboro, N. C.

R. H. Barringer is president of the company, which operates a sales and service business at 219 Lewis St. **George J. Kalik** is vice-president and **Troy S. McCollum,** manager of the retail dealership, which will be located in the same building with the distributorship.

* * *

Five Pa. Counties Awarded To Reliable, Allentown

Through an error in the announcement by Kaiser - Frazer of the appointment of the Reliable Auto Sales Co., Allentown, Pa., it was indicated that the company would be a distributor of the Frazer car in Schuylkill, Berks and Lancaster counties. The announcement should have listed Warren, Carbon, Lehigh, Monroe and Northampton counties as the distribution area of Reliable.

Schuylkill, Berks and Lancaster counties are included in the Frazer distribution territory of Advance Motor Co., West Reading, Pa.

* * *

Horton Distributorship Buys Two Buildings

In a $137,185 transaction, **E. J. Horton, Inc.** (Dodge-Plymouth distributor), acquired the property it occupies at Atlantic Ave. and Culver Rd., Rochester, N. Y., and an additional building.

* * *

Sixty Foreign Outlets Signed for K-F Line

Distributors for Kaiser - Frazer cars and farm equipment have been appointed in 60 foreign territories, **Harry D. Dodge,** president, Graham-Paige International Corp., said last week.

More than 250 additional eligible applicants for 75 other foreign territories are being considered. A total of 50,000 foreign and domestic applications for distributorships and dealerships has been received since last fall, he said. The foreign distributors announced by Dodge are in cities of Europe, the Scandanavian countries, the Middle East, the Union of South Africa, South and Central America, Mexico, the Caribbean, Australia, New Zealand, Iceland, India, Burma, Ceylon.

* * *

$200,000 Utter Expansion Nearly Completed

Among the Pacific Northwest largest automotive expansion programs, is that by Utter Motor Co. (Pontiac-Cadillac), Spokane. In excess of $200,000 is going into the project, including a new building at Second and Adams, a separate body shop, a new frame and axle plant, and a fourth building adjoining the firm's used-car lot for used car conditioning.

According to **Fred B. Utter,** president, occupancy will be within two or three weeks. The building has 30,400 square feet.

Of the building's total space, 17,000 square feet will go into the service floor. Traffic will move in one direction without congestion, with 32 service stalls planned.

* * *

Vets Back

Twelve Resume Posts At Worcester Buick

Worcester Buick Co., 72 Shrewsbury St., Worcester, Mass., is proud of the fact that it has 12 veterans on its staff, **Charles B. Lewis,** general manager, said last week. **Chester M. Stanley,** head of the dealership, has been in the automotive business there since 1903. He became a Buick dealer in 1905.

The following were in the armed services: **Maj. William A. Cahill** used car manager; **Lt. Col. Charles B. Lewis, Maj. Malcolm H. Hammar,** manager, Park Avenue Buick Co.; **Gunner's Mate 1st Class John Hoban,** mechanic, Clinton branch **Seaman** (2nd class) **Albert M Griener, S/Sgt. Fred DeCiero,** both of the Marlboro branch; **Edward R. Lowe,** mechanic; **Pfc. Chester Kosciusko,** service; **T/5 John Hanson,** mechanic; **Corp. Gerald E. Martin,** parts; **T/Sgt. George J. Donahue,** mechanic, Clinton branch; **Lt. Col. Wendell F. Burbank,** assistant manager and supervisor of branches.

* * *

$45,000 Building Planned By Warn in Seattle

Warn Motors, First Ave. S., and E. Marginal Way, Seattle, Wash., has let contract for a new sales and service building for Willys dealership. Cost is estimated at $45,000.

* * *

Latimer Plans Building In Newnan, Georgia

J. A. Latimer, one of the oldest Ind.; Athon Automobile & Equipand most widely-known dealers in Georgia, has purchased a lot at LaGrange St. and Salbide Ave., Newnan, Ga., and plans to erect a modern building and service station. Latimer will handle a full line of parts, tires, accessories, gasoline and oil.

He began as a Ford dealer in 1916, operating in Grantville and Greenville, Ga. In 1940 he secured the dealership for Pontiac and General Motors trucks, which he now holds. He has been director of the state automobile license tag department for the past three years. **Joe Roberts** will continue as manager.

AMONG THE finest facilities to be found in any dealership in Pennsylvania have recently been opened by the Leitenberger Machine Co., Inc., which handles the Chrysler line in Johnstown. Some idea of the scope and modern treatment of the establishment is conveyed by this picture of a section of the showroom.

* * *

New Quarters Being Built For Waccamaw in Whiteville

Waccamaw Motor Co. (Ford), Whiteville, N. C., will lease a new building being erected for the firm. The building will contain 10,800 square feet of floor space, with 5,100 square feet for the repair department, 3,300 square feet for service area, and 2,400 square feet for the sales and parts departments.

The structure will be brick with steel trusses, with the front finished in white stucco and cararra structural glass. Show windows will be tall and unbroken except for clip joints. The dealership expects to occupy the building by mid-summer.

* * *

Collins Opens Dealership For Hudson in Sebring

Bernie Collins, formerly of Sarasota, has opened a Hudson dealership at 216 N. Pine St., Sebring, Fla. He has been a Hudson dealer in Sarasota for the past 16 years.

Collins has leased the lower floor of Mitchell's warehouse.

* * *

Streetman Buys Interest In Rowe Dealership

Active partnership with **Dewey Rowe** in Rowe Motor Co. (DeSoto-Plymouth), Marianna, Fla., was purchased last week by **J. P. Streetman,** Marianna high school coach.

Rowe also announced that **Jones Johnson,** Phoenix City, Ala., recently discharged from the Navy after 41 months service overseas, has been engaged as sales manager. **Harry Bell** has been named parts manager. **J. O. Holland,** with more than 25 years experience in the automotive field is service manager. **Dewey Rowe,** founder, has been in the automobile business in Washington and Jackson counties since 1922.

* * *

$50,000 Dealership Planned By Bridges in Greenville

Construction of a $50,000 sales building and shop by Martin Bridges & Sons (Packard), W. Washington St. and Norwood, Greenville, S. C., will be begun in the near future, **Curren Bridges,** president, said.

* * *

Motorette Sales Formed For Ohio Territory

Formation of Motorette Sales Co. of Ohio, 3160 W. Twenty-Fifth St., Cleveland, was announced last week by **A. Bernstein,** president. **Irwin C. Schreiber** is sales manager, **Leonard Ratner,** assistant sales manager; **Robert Brooks,** district manager. The firm has been appointed Ohio distributor.

The Motorette is a three-wheel vehicle manufactured by Motorette Corp., Buffalo. It has a single-cylinder, 4-cycle, air-cooled motor. It weighs 310 pounds and has a maximum speed of 30 miles per hour.

* * *

Mercury-Lincoln Appoints Simpkins in Vancouver

Clarke Simpkins has been appointed Mercury-Lincoln dealer at Vancouver, B. C. He is a former Vancouver man who has just returned from Windsor, Ont., and is opening new premises at 1219 W. Georgia St.

He joined the Ford organization in 1926. During the war he was assistant head of the factory sales department in Windsor.

* * *

Smith Opens Dealership For Ford in Omaha

Homer P. Smith of H. P. Smith Motors (Ford) has opened at 2309 M St., Omaha, and will offer complete service. Smith has been with Ford since 1923 and came from Kansas City in 1939.

William L. Woodin is the new parts and accessories manager for Chevrolet, according to Zone Manager **R. G. Schulte.** Woodin succeeds **E. E. Bucker,** transferred to St. Louis.

* * *

Dealer Robertson Occupies New Building in Bartow

Robertson Motors, Bartow, Fla., has opened at South Wilson and Summerlin St. **E. R. Robertson,** formerly of Lakeland, has been the Dodge and Plymouth dealer there since 1940. The new building has 10,000 square feet of floor.

Dan Martin, who has been affiliated with Robertson since 1940 with the exception of his 42 months in service with the Navy, will be in charge of the service department.

* * *

17 K-F Dealers Named in Okla.

Appointment of 17 Kaiser-Frazer dealers by Arter-Selby-Murray, 721 S. Main, Tulsa, Okla., distributors in 26 eastern Oklahoma counties, has been announced by Irvin E. Arter, general manager. They are:

Frank B. Pauly, Marvel Motor Co., Miami; **Norman Gast,** Gast Motor Co., Bartlesville; **Theodore F. Sessions,** Sessions Motor Co., Okmulgee; **Fred R. Carletti, T. J. Colturo** and **D. J. Venters,** Royal Motor Co., McAlester.

R. F. Henshaw, J. R. Jones, Henshaw-Jones Motor Co., Muskogee; **R. L. Baker,** Baker Motor Co., Stilwell; **Martin Cochran,** Cochran Motor Co., Wagoner; **Carl Files; George A. Does,** Files-Doles Motor Sales, Okemah; **S. L. Updegraf,** Northeast Motors, Vinita.

Owen Hartness, Hartness Motor Co., Pawhuska; **Cecil Johnson, Ki McReynolds,** Johnson - McReynolds Motors, Sapulpa; **Jack W. and K. V. Lucas,** Highway Garage, Henryetta; **Max A. Gist,** Max A. Gist Motor Co., Pryor; **S. P. Knight,** Knight Auto Sales, Tahlequah; **Don V. Caylor,** Caylor Motor Co., Hugo; **Eugene Snelling,** Snelling Sales and Service, Claremore; **Dewey H. Price,** Price Motor Co., Bristow.

* * *

Howard Opens U. C. Lot

Miles Gordon Stevens, owner of Howard Motors (Plymouth-De Soto distributor) New Orleans, has opened a used car lot at 2100 Canal St.

* * *

Klump Expands

Klump Motor Co., Robertsdale, Ala., has announced expansion of showroom facilities for its Chevrolet and farm equipment line. Under construction for the company is a 60 by 150 feet concrete block building at an estimated cost of $17,000.

* * *

Manitowoc Opened

Manitowoc Motors, Manitowoc, Wis., has been opened, headed by **Wallace Fritsch,** who is an old timer in the car field.

* * *

Beaver Opens

The new showrooms of Beaver Sales & Service Co., Beaver Dam, Wis., have been formally opened to the public. The firm is to handle Plymouth and De Soto cars. The members of the new firm are **Henry, Sylvester** and **Walter Piszczek,** who also own the Beaver Distributing Co.

* * *

Nash Delivered

The first 1946 Nash delivery in San Francisco was made last week. **Bill James,** of James Motors, announced that the sale was made to Michael J. Riordan, assistant police chief.

* * *

Henderson Motor Opens

Henderson Motor Co. (Plymouth-De Soto), recently opened on E. Main street, Highway 70, near the public square, Brownsville, Tenn.

* * *

K-F Home in Olympia

Carlton Sears, Olympia (Wash.) businessman, has let contract for a $50,000 motor home, which will shortly house the new Kaiser-Frazer cars.

* * *

Ward Named Manager

C. B. Ward is manager of the new Chevrolet dealership which recently took possession of its new building in Lake Butler, Fla.

* * *

Redwood Motors, Inc., Cleveland, has been incorporated by **F. B. Ingersol, Hilda Kirk** and **C. P. Mauk.**

* * *

Mt. Washington Motors, Inc., Mt. Washington, O., has been chartered. Incorporators are **Sallie Chambers, Milton M. Block** and **Charles H. Long.**

* * *

Euclid Ford, Inc., Columbus, O., has been granted incorporation papers. Incorporators are **Howard E. Hendershott, Velma Liste** and **Rose K. Kolman.**

* * *

George E. Sullivan, who has been associated with the automobile business for 25 years, has been appointed general sales manager of Norman-Moran, Inc., Buffalo and Western New York distributors for Kaiser-Frazer.

There Is NO Substitute for

Experienced Sales Representation

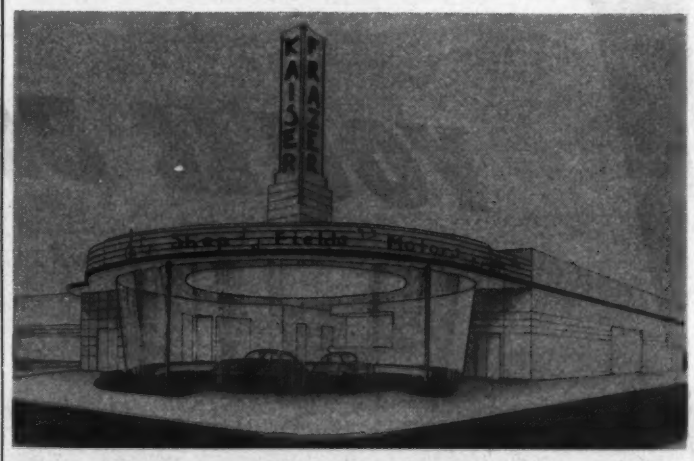
Return of our personnel from the Armed Forces now allows us to add an additional line in the Automotive field.

YOU CAN HAVE—

1. 25 *years' experience* in automotive parts and accessory sales.
2. *Constant contact* with Purchasing and Engineering Departments of all major engine and automobile manufacturers.
3. *Experienced personnel* equipped to present your product to the right people at the right time.
4. *Comprehensive knowledge* of automotive manufacturers' Engineering, Purchasing, and Production procedures and processes.

—*Representing you in Detroit.*

Write Box AD, AUTOMOTIVE NEWS



SHEP FIELDS, nationally known orchestra leader who soon will open a dealership in Kaiser and Frazer automobiles in New Rochelle, N. Y., has had this "rippling rhythm" showroom designed for his sales and service operations. To be located on the Shore Rd. in New Rochelle, the showroom will be one of the most modern in the country.

Dealer Doings

Housley of Los Angeles Appointed by Hudson

Another new dealer has been added to the Hudson roster in Los Angeles. The dealership, Chet Housley Motor Co., just completed improvements totaling $15,000 for modernizing sales and service facilities, according to **Chet Housley**, owner.

The dealership is at 2298 Westwood Blvd., West Los Angeles. Delivery of the first 1946 Hudson was made last week to D. C. Preston, a Navy Seabee veteran, according to **Pat Kearney**, sales manager.

* * *

Packard-Westwood Starts New Building Program

Ground has been broken for construction of sales and service quarters of Packard-Westwood Co., newly appointed Packard dealer in West Los Angeles.

The new building, 1522 Westwood Blvd., will occupy 16,500 square feet. More than two-thirds of the area will be devoted to a service department.

* * *

Koehler Bros. to Complete Salesroom in 2 Months

Koehler Bros. Auto Sales & Service (Hudson) expects to occupy its new salesroom now nearing completion at 317 Monmouth St., Newport, Ky., within the next two months. The building will be of faced brick construction and will have specially designed non-reflecting show windows.

Fred H. Koehler is president and **Dave Koehler**, secretary and treasurer of the firm, which has had Hudson for 20 years. It will continue to maintain storage and repair service at 231 Monmouth St.

* * *

No Color Line

Insurance Covers All, Neb. Official Says

LINCOLN, Neb.—Insurance firms may not refuse Nebraska citizens types of coverage required by the financial responsibility law because of race or color, Insurance Director Stanley Matzke, said last week.

He receives many complaints from Negroes stating that insurance companies refused policies, he said.

Matzke has ordered all companies doing business in Nebraska to furnish legal coverage, it is reported.

* * *

Sommer to Open Dealership For K-F in Minster

Paul Sommer, doing business as Paul's Auto Sales (used cars and trucks) at New Bremen, O., has been appointed Kaiser-Frazer dealer in Minster, O. Sommer is erecting a 100 by 50 foot building on N. Main St., in Minster, to house his new dealership.

The building is expected to be completed by Apr. 15, at which time Sommer will move to Minster. He will also operate a super service station in conjunction with the new firm. The dealership will operate as Sommers Sales & Service.

* * *

Balcleve Sales Occupies New Home in Cleveland

James A. Liccardi, president, Balcleve Sales Co., Cleveland, announced last week its removal to new and larger quarters at 2119 Prospect Ave., occupying 6,500 square feet of space.

* * *

Deterra Motors Spends $70,000 in Hayward

An outlay of $4,000 for modern lighting facilities is included in the $70,000 being spent by Deterra Motors (Hudson), Hayward, Calif., for a new sales and service establishment.

* * *

Gerken-Leaptrot Occupies New Quarters in Birmingham

Gerken-Leaptrot (Kaiser-Frazer), Birmingham, Ala., has moved into its new building at 1900 S. Second Ave. The building contains 20,3000 square feet of space. Of this, 14,000 square feet will be used for display and service. The service department is already in operation.

The remaining 6,300 square feet will be reserved for display of Kaiser farm equipment.

* * *

Raver Bros. Start Building For Reo Dealership

A one-story, 70 by 150-foot salesroom and service building is being erected by **Louis** and **Lorin Raver** (Reo), at 1825 S. Calhoun St., Fort Wayne. Completion is expected by July.

A 50 by 25-foot display room and the general offices will be at the front with the service department and parts room in the rear.

* * *

Wright, Syracuse, Moves To Its New Location

Hubert J. Wright, Inc., Syracuse's oldest automotive concern, is now doing service and used-car business at its new location, 626 South Salina St.

Formerly a repair shop and residence, the buildings have been completely modernized and enlarged, with a four-car plate glass showroom in front, daylight repair shop and parts room in the center, and two-car paint shop in a separate building at the rear.

KARI GARAGE (Studebaker) proposes one of Wisconsin's outstanding automobile showrooms in this new building in downtown Superior. The structure will cover 10,000 square feet and will be built at a cost of $45,000. Edwin and Reino Kari are partners in the dealership.

* * *

Gatlin Motor Opens

Gatlin Motor Co. (Kaiser-Frazer) has opened on Baldwin Ave., De Funiak Springs, Fla.

* * *

Caves Completes Deal

Myron Caves, who purchased the Chevrolet dealership and half of the property in 1945, has now purchased the balance of the building in which the service shop is located.

* * *

Grogan Plans Addition

H. J. Grogan, Market St., Madison, N. C., has announced plans to enlarge his building by an addition, 40 by 140-feet.

* * *

Noyes in New Location

Noyes Buick Co., Boston, announced the following sales staff last week: **Raymond P. Cunningham, Joseph D. Hildreth, Thomas M. Kehoe, Sidney H. G. Straghan.** The firm's new address is 1055 Commonwealth Ave. Mailing address is Drawer K., Back Bay Station, Boston 17.

* * *

Johnson Redecorates

Ford Garage, East Troy, Wis., is being redecorated and painted for formal opening in spring. **T. H. Johnson** is owner. He has employed one mechanic under the GI bill of rights and expects to add two more men under the plan.

* * *

Sells Appliances Again

Wearley Motor Co. (Chrysler distributor), Toledo, has re-entered the appliance retailing business.

* * *

Suite Dealership Builds

Chester C. Suite is constructing a new 65 by 125-foot sales and service building at Hartford City, Ind., to house his Kaiser-Frazer dealership. He has operated the Suite service station for the last 10 years.

* * *

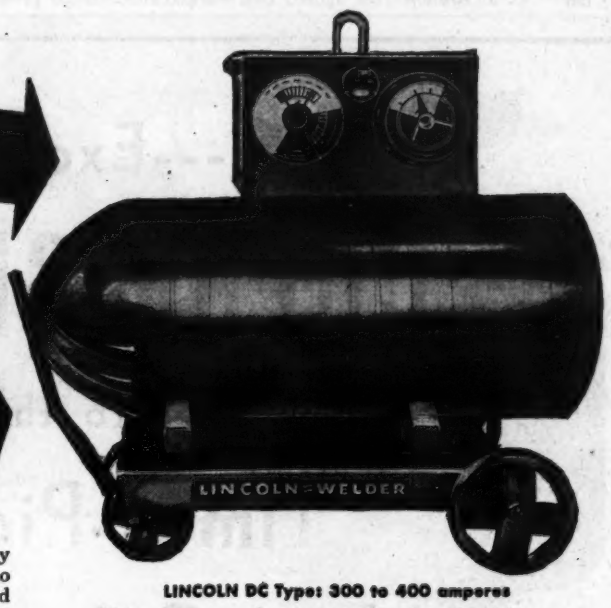
D & D Purchases Property For Dodge Service Home

C. W. Dent, head of D & D Holding Co., has purchased a lot at 1702 Blanding St., Columbia, S. C., and will erect a modern warehouse and garage for servicing Dodge and Plymouth cars. Work on the project is expected to begin at an early date.

* * *

Robert Puthoff, used car dealer, will move across the street from his present location, 1557 Harrison Ave., Cincinnati, and will occupy a structure to be built in the near future.

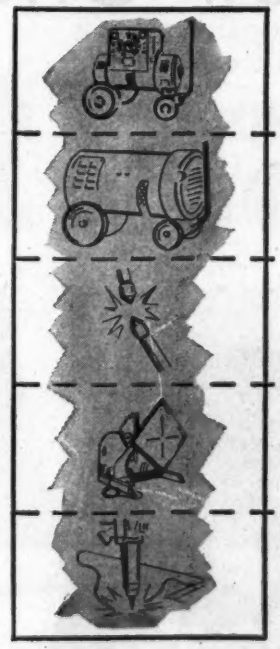
SURPLUS
ARC
WELDERS



Here is a chance to pick up arc welding equipment in any desired quantity at low cost. Large quantities of 300 to 400 ampere MG type welders—primarily of Lincoln and Hobart make—are available for sale. Largest inventories are in the Boston, Detroit, Cleveland, Chicago, Atlanta, Nashville, Houston and Philadelphia offices of War Assets Administration. They may be obtained, however, by contacting any of the War Assets Administration offices listed below. Equipment from 200 to 400 amperes in DC, gasoline-engine driven and AC sets are available in smaller quantities . . . also multiple operator types and related equipment such as electrodes, welding rods, weld positioners and flame cutters. Spot, seam and flash welders are likewise available. The equipment is for both production and construction. Write, wire or phone your War Assets Administration office today.

LINCOLN DC Type: 300 to 400 amperes

This and many other types and makes of welding machines and related equipment are available from war surpluses.



HOBART
Standard models of this make available in large quantities and most ratings.

WESTINGHOUSE
Portable models available in limited quantities.

RESISTANCE WELDERS
Spot, seam, butt and flash type welders for production operations—also portable or gun types.

WELD POSITIONERS
Many sizes and capacities, including head and tailstock combinations.

FLAME CUTTERS
Both single and multiple torch types, portable and stationary.

ALL ITEMS SUBJECT TO PRIOR SALE

FREE FACTS

TO WAR ASSETS ADMINISTRATION:
Please send me information on availability, condition and location of the following types of equipment:

☐ HOBART ARC WELDERS
☐ LINCOLN ARC WELDERS
☐ WESTINGHOUSE ARC WELDERS
☐ .....ARC WELDERS
☐ ..... (other equipment)
☐ RESISTANCE WELDERS (spot) (seam) (flash)
☐ FLAME CUTTERS
☐ WELD POSITIONERS (capacity): .....
☐ WELDING ROD OR ELECTRODES

Name.....
Firm.....
Address.....
City.....*State*.....

176-1

VETERANS OF WORLD WAR II

To help you in purchasing surplus property, veterans' units have been established in each War Assets Administration Regional Office.

WAR ASSETS ADMINISTRATION

OFFICES LISTED BELOW ARE TEMPORARILY IN RECONSTRUCTION FINANCE CORPORATION AGENCIES

Offices located at: Atlanta • Birmingham • Boston • Charlotte • Chicago • Cleveland • Dallas • Denver Detroit • Helena • Houston • Jacksonville • Kansas City, Mo. • Little Rock • Los Angeles • Louisville Minneapolis • Nashville • New Orleans • New York • Oklahoma City • Omaha • Philadelphia Portland, Ore. • Richmond • St. Louis • Salt Lake City • San Antonio • San Francisco • Seattle • Spokane Cincinnati • Fort Worth (Telephone 3-5381)

176-1

—Auto Advertising—

Chevrolet Winds Up For Big Game

By Bob Finlay

Music to the ears of advertising men at the luncheon honoring Charles J. French was this statement from T. H. Keating, general sales manager of Chevrolet:

"Nobody's going to out-advertise Chevrolet."

Chevrolet, Keating said, is preparing for one of the most competitive periods in its history, and it recognizes that advertising is going to play a major role.

C. J. French

It's going to take advertising to change driving habits developed by people during the war, he pointed out.

Two cars in every garage? That's small-time stuff. Keating wants four - car families. A car for every one old enough to drive.

"We'll pull out all the stops in advertising in the characteristic Chevrolet way," he said.

French, new advertising manager of Chevrolet, remarked that while he was no advertising expert he was finding the advertising reps more than willing to teach him the value of advertising in their respective publications. He thereupon informally appointed them all to his staff to teach him the business.

Keating paid high tribute to Campbell-Ewald, pointing out that the agency had worked successfully with four different selling administrations.

Also introduced at the meeting were J. S. Clark and Myron E. Scott, new assistant advertising managers. Clark formerly held that post, but was assigned to other jobs during the war.

J. S. Clark

M. E. Scott

Scott, originator of the Soap Box Derby, and a photographic, art and promotion executive on daily newspapers for many years, will be in charge of special events.

Clark joined Chevrolet in 1926, and Scott was connected with Chevrolet in 1935 and 1936 when he was in charge of the Soap Box Derby.

Weighty

Bob Ross, of Studebaker public relations, writes a recipe for commercial publicity in the March 22 issue of *Printer's Ink*. After examining an average day's mail of a weekly editor, Bob concludes that editors are being buried in publicity that is too long and mailed too frequently. Bob suggests that "in the fight for the editor's attention, we are giving away too much weight."

Auto Info

Kenyon Ivie, Midwestern manager for *Popular Science Monthly*, points out that *Popular Science* led the list of popular magazines in editorial material on the automobile in 1945 with 96 pages, according to an analysis by the Lloyd H. Hall Editorial Analysis Bureau.

Popular Science circulation for March was 1,049,000, with 849 in the senior section and 210,000 in the school and college section, Ivie says.

Weatherhead

An important step in his company's new and more aggressive nationwide sales campaign which, in addition to publication advertising, will utilize all other media to sound promotion, including all forms of merchandising and public relations, is announced by Gene P. Robers, sales promotion manager of Weatherhead Co.

This step is the selection of Griswold-Eshleman Co., Cleveland, as the company's advertising counsel, effective Apr. 1. Charles Farran, Griswold - Eshleman vice-president, will act as creative director.

Nash Program

Nash Motors will present its new network radio program, "Holiday for Music," for the first time over the Columbia Broadcasting System from 10:30 to 11 p.m. (E.S.T.) Apr. 3, N. F. Lawler, Nash advertising director, announces.

Stars on the show are David Rose, composer and orchestra leader, and Curt Massey, baritone, who has appeared on Nash programs for more than a year.

Dealer Mag

A new dealer magazine, the *Firestone Champion*, is being distributed to independent dealers, company-owned stores and all sales personnel of Firestone Tire & Rubber Co. The first issue of the quarterly magazine is a two-color, illustrated publication through which Firestone and its dealers can share selling ideas.

Film Plug

Industrial films get a plug in the April issue of *Esquire* which contains an article, "American Business Goes Hollywood."

Paul Garrett, GM vice-president in charge of public relations, is quoted as saying "in industry, motion pictures have become the herald of progress, bearing word of new processes, products, achievements and new ideas. In no other form of presentation can facts be so clearly stated, processes so lucidly explained.

Names

Robert L. Crane, recently released from three years' duty with the Air Forces, has joined the Chicago Sales Staff of *Farm Journal.*

Edward Pachuta, who left the New York sales staff of *Farm Journal* in January, 1942, to enter the armed forces, has been mustered out and has joined *Pathfinder.*

After two years service with the Navy, **Lt. Howard W. Oman** returns to the advertising sales staff of *United States News* at the Philadelphia office.

New advertising and sales promotion manager of Gabriel Co. is **W. Bruce Johnston.** Miss **B. G. Quigley,** formerly in the domestic sales department, now is export and car factory sales executive. **J. A. Crawford** has been appointed assistant manager of distributor sales.

W. B. Johnston

Paul Foley joins MacManus, John & Adams, Inc., as a copywriter on the Bendix Aviation account.

N. H. Terwilliger has been appointed sales promotion and advertising manager of the radio and appliance division of Sparks-Withington Co., Jackson.

Exciting---Exotic---Effective

COLOR GRAVURE

comes to the Sunday

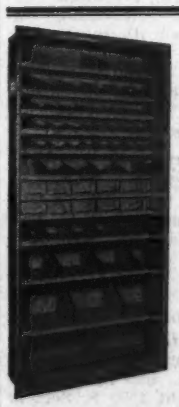
Times-Picayune

New Orleans States

On Sunday May 5, 1946, The Times-Picayune New Orleans States will publish the first issue of a brilliant new Sunday Magazine Section printed in rich colorgravure. Here at last is the perfect medium for your advertising. 32 to 64 pages in full color, spot color, duotone and monotone. Intense local interest stimulated by a background of fabulous New Orleans reaching over a quarter of a million able-to-buy Families. Your advertising in the new Times-Picayune New Orleans States Sunday Magazine Section will make a fast and lasting impression in 94% of New Orleans homes and offers you the *only* complete magazine coverage of the prosperous New Orleans market. Write direct or to our representatives for full details.

Circulation:
Quarter of a Million

Representatives
JANN & KELLEY, INC.
NEW YORK · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO



NEW
HOPE
All Metal
Parts Bin
for
Automotive
Dealers

Patented, Adjustable Separators — no bolts, screws, clips, etc., to bother with.

Write for Catalog
Showing Various Models
Hope Metal Products, Inc.
1585 Rockwell Ave., Cleveland, Ohio

Auto Personnel

Torgner of Stockholm Seeks Auto Accessory Lines

John G. Torgner, direct factory representative of Artex, Stockholm, Sweden, announced last week that his present visit to the United States is to obtain automotive accessories in general.

J. G. Torgner

He stated that he is working on an exclusive basis in Sweden for the following companies, Landers Corp., Masland Duraleather Corp., C. H. Masland & Sons, Inc., Rau Fastener Co., E. W. Twitchell, Inc. He can be reached at 75 West St., New York, in care of David Coe.

* * *

Ford Promotes Elliott At Twin Cities Branch

Promotion of **R. E. Elliott** from assistant superintendent to superintendent of Ford Motor Co.'s Twin City branch in St. Paul is announced by M. L. Wiesmyer, director of branch operations.

Elliott succeeds Henry C. Dorsey, who has been transferred to the branch operations office in Dearborn where he will serve in a supervisory capacity. Elliott joined Ford in 1925.

* * *

American Brakeblok Gives Smith, Kelly New Sales Jobs

W. A. Blume, president of American Brakeblok division of the American Brake Shoe Co., Detroit,

Fred J. Kelly

C. Q. Smith

announces the appointment of **C. Q. Smith**, 14 years manager of replacement sales, as sales assistant to the president, and the promotion of **Fred J. Kelly** to manager of replacement sales.

For the past eight years Kelly has been assistant manager of replacement sales for the division.

* * *

Kaiser-Frazer Names Mack As Assistant to McCaslin

Appointment of **W. E. Mack** as assistant to H. C. McCaslin, vice-president in charge of engineering of Kaiser-Frazer and Graham-Paige, was announced last week.

W. E. Mack

With Chrysler for eleven years, Mack was in charge of specifications and laboratory equipment in the engineering division in Detroit and, during the war, in the Dodge-Chicago B-29 plant. His work in Detroit included design of the testing laboratories for the Chrysler Institute of Engineering.

* * *

Ware Heads Up Sales Of Fram Corp. Division

Spencer A. Ware has been named sales manager of the Original Equipment division of Fram Corp., Providence, R. I.

Closing his desk in the automotive division of the War Production board at the end of 1945, Ware assumed his new duties with Fram on Feb. 1 of this year. His experience in the automotive field dates back to the early '20s and the Locomobile days when he served as that company's manager in the Newark (N. J.) district. Successively he assumed the district managerships for Ford, Chrysler and Willys-Overland. For the latter he acted as eastern sales manager.

* * *

White Motor Names Vreeland Assistant Purchasing Chief

Henry N. Vreeland, former general purchasing agent of Wright Aeronautical Corp., has been named assistant director of purchases, White Motor Co., according to John E. Dunbar, White's director of purchases. Following his preliminary business experience, Vreeland joined the Mack Truck organization and became a buyer, serving that firm for 20 years.

He then went with Wright for over five years before taking up his new duties with White.

* * *

Hollingsworth Named Head Of Fruehauf's Atlanta Unit

R. B. Hollingsworth has been appointed manager of Fruehauf Trailer Co., Atlanta branch, as announced by A. K. Tice, vice-president in charge of sales.

In making this announcement, Tice pointed out Hollingsworth's outstanding record as manager of the Richmond branch since joining the Fruehauf organization in 1939. During this period branch sales were increased 500 percent. This new appointment places Hollingsworth at the head of Fruehauf's key branch city in the southeast.

* * *

A LIGHTWEIGHT, heavy-duty truck axle with aluminum housing, hubs, and brake shoes has been brought out by Timken-Detroit Axle Co., Detroit. Timken's announcement of the commercial production of the new axle, called the S-200-P, marks the first time that aluminum axles have been offered by any axle builder as a standard line of equipment. The S-200-P axle is available with two types of final drives: Hypoid-helical double-reduction and two-speed hypoid-helical double-reduction. Each type of final drive is interchangeable in the same axle housing using the same axle shaft. The axle weighs 230 pounds less than the same unit equipped with malleable iron parts.

McLemore in Memphis

B. L. McLemore has been appointed sales representative in the Memphis district for General Tire & Rubber, John S. Walker, Memphis district manager, announced last week. He has just returned from the Army, where he has served for three years.

* * *

Willard Engineering Co.

Delamar McWorkman, for many years a director and plant manager of Noblitt-Sparks Industries, Inc., Columbus, Ind., who retired from active duty last August, last week announced the formation of a consulting engineering firm, Willard Engineering Co., Miamisburg, O.

* * *

Titus Joins Trucker

Maj. Reed M. Titus has joined the American Transportation Co. as vice-president, it is announced by Harry F. Chaddick, president of the firm. For the past four years, Maj. Titus was officer in charge of the Army-Navy consolidating station in Chicago, said to have been the largest military freight station in the world.

* * *

Hall Heads Safety Unit

W. Earl Hall, managing editor of the Mason City (Ia.) *Globe-Gazette* and nationally known safety authority, has been elected chairman of the National Committee for Traffic Safety.

* * *

Reeves Resumes at US

Lawler B. Reeves, recently discharged from the Army Air Forces as a lieutenant colonel, has returned to United States Rubber and has been appointed sales manager of airplane tires, H. N. Hawkes, assistant general manager of the tire division, announced last week.

Whatever your problem—

the best brake is AIR!

BENDIX-WESTINGHOUSE AIR BRAKES

Orchids or redwoods . . . steel girders or soft drinks . . . *whatever* your hauling problem, much thought goes into the selection of equipment. And well it might, for the profitable operation of your business depends upon wisely choosing the *best* vehicle for your needs.

When it comes to brakes, the problem is simple. Drivers, operators and bus manufacturers—all agree that wherever safety, cargo, speed are essential considerations, *the best brake is* AIR and the best Air Brake is Bendix-Westinghouse.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE COMPANY
ELYRIA, OHIO

Bendix-Westinghouse AUTOMOTIVE AIR BRAKES

WORLD STANDARD OF SAFETY

On Wall Street . . .

Inflation Main Factor In Market Upswing

By Dana Stuart
Staff Correspondent

NEW YORK.—The most widely discussed factors behind the stock market in recent months have been labor disputes, the government's wage-price policy, the international situation and the general subject of inflation.

The labor picture has improved, although disputes and threats of more strikes continue. The international situation continues to blow hot and cold but is believed to be less a stock market factor than it was a few weeks ago.

That leaves the government's wage and price policy and inflation as the major stock market factors of the moment. And these two subjects are so closely related as to be almost one and the same thing.

Price Administrator Porter recently went about the country making speeches in which he said there would be some price increases this year but that the OPA hoped to keep the markups small and restrict them to items with less bearing on the cost of living. This apparently means that the Administration expects another "bulge" in the price line.

Meanwhile, the government has made it easier for employers to raise the wages of "white collar" workers. Of course, the whole wage-price policy is being dressed up to make its best "political" appeal, this being an election year. Representatives of financial houses who make regular trips to Washington report that officials of the Administration, under the cover of anonymity, freely admit that certain steps taken by them and given wide publicity are taken with the full knowledge that they will accomplish nothing in the broad anti-inflation program.

As a matter of fact when the Federal Reserve Board a few weeks ago eliminated margin trading in securities, Chairman Eccles all but said in his official announcement of the action that it would do no good. The implication was that here was a step that would do no good but at least it will make the public think the Administration is trying to do something about inflation.

Thus far the only effect of the requirement that all trading and investing in stocks be done on a cash basis has been to make prices have wider and faster swings, either up or down.

Although there may be less activity now than under margin trading, it takes fewer sales or purchases to put stocks up or down. The Wall Street premise, of course, is that stock prices are only a result of inflation, not a cause.

As it looks from Wall Street, public resistance to price ceilings, involving violations of OPA regulations, is far more widespread than the public resistance to the old prohibition laws of the '20s. And to be realistic about the whole thing, the government is violating its own regulations when it pays subsidies to producers so that their products can be sold to the consumer within price ceilings.

One of the leading stock market commentators refers to the present stock market as a phase of The Great Inflationary Market of the '40s.

Incidentally, he has gone on record within the past month with a prediction that this market "has a long, long way to travel, subject to increasing nervousness as the play becomes faster, the stakes heavier.

"If inflation continues at the current rate," he continued, "we believe the demand for stocks will continue regardless of foreseeable earnings. Dollars down and stocks up. We do not say the logic behind such a performance will turn out to be correct—we merely say that the public will so act, right or wrong. Great moves in the stock market are not determined by what will happen but what people think will happen."

This comment, along with many others, indicates that inflation still is a powerful factor in the stock market, perhaps more powerful than labor disputes, the Administration's wage-price policy or the international situation.

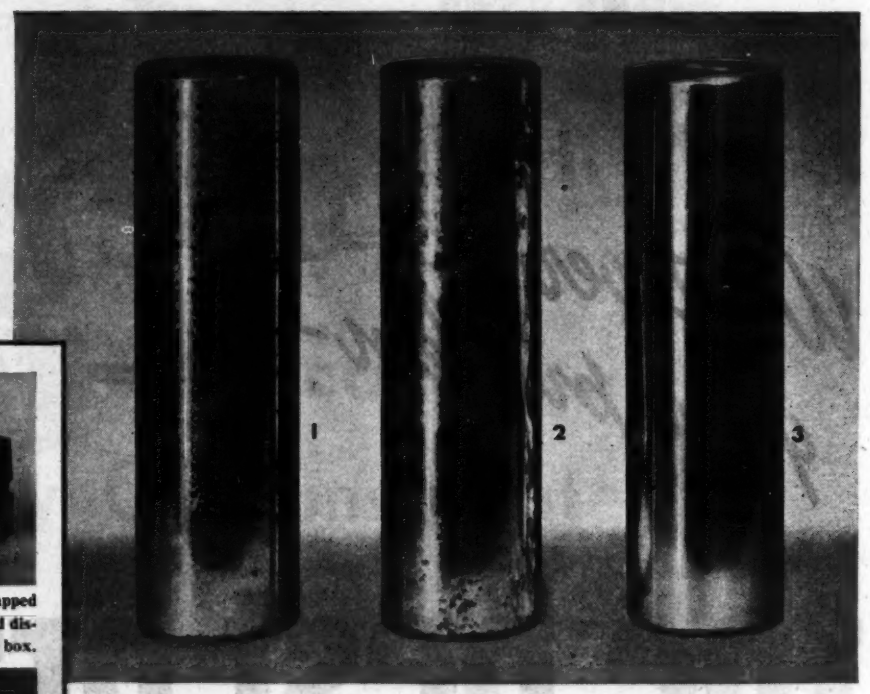
Stock Price Averages

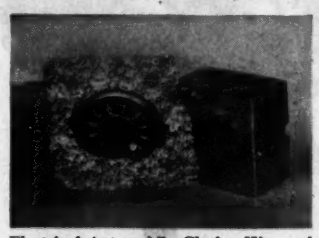
	Latest Week	Preced'g Week	Year Ago
10 car and trucks.	44.90	43.50	32.35
10 parts, acces. ..	44.90	43.70	31.60
5 tire, rubber ...	68.80	65.50	47.90
25 automotives ..	49.68	47.96	35.16

FRANK BROGAN, Cincinnati, president of the B & B Specialty Co., plans mass production of the midget auto shown above being compared to a regulation size automobile. The midget car has three wheels, gets 65 to 70 miles on a gallon of gas, and will whizz along at a 45 to 50 mile-an-hour clip. Designer Brogan says, "Anyone can operate it, it's so simple."—(Acme Photo)

New Corrosion-proof Protection

Three Piston Pins were subjected to the same test: a 100-hour humidity test with 100 per cent humidity at 95° F. *No. 1*, unwrapped with no preservative showed considerable rust after 25 hours. *No. 2*, dipped in AXS-674, a light oil with rust inhibitor showed slight traces of rust after 25 hours. *No. 3*, after dipping in AXS-674 and *wrapping in Reynolds Aluminum Foil*, showed no signs of rust even after 100 hours.





Electrical Automobile Clock—Wrapped in corrosion-proof aluminum foil and displayed in attractive embossed foil box.

Intake Valves—Each valve individually wrapped in aluminum foil. Extra display value obtained by placing in foil carton.

Spark Plugs—Aluminum foil, as an intimate wrap, safeguards against corrosion ...adds "buy" appeal.

plus sparkling sales allure

HERE is a revolutionary new method of packaging, developed to safeguard metal parts sent overseas under severe moisture conditions. Today this same method of packaging brings greater protection than ever before to countless civilian products...spark plugs—piston rings—bearings—valves...and many other metal parts.

Greater display value

Reynolds Aluminum Foil used for packaging, adds a gleaming luster to the product that enhances sales appeal...brightens stock on display...makes for greater sales and faster turnover. Perhaps your product can benefit from the new advances made in packaging metal parts.

For complete, up-to-the-minute data on the many new uses for aluminum foil, write to the Reynolds Metals Company, Richmond 19, Virginia.

REYNOLDS ALUMINUM

REYNOLDS METALS COMPANY

FINANCIAL

Motorette Seeks Funds To Expand Output

BUFFALO.—Stockholders of Motorette Corp. will meet in the plant soon to vote on a recapitalization plan to provide funds for expansion of production. The company, formed last year, produces a new-type small vehicle for family use.

The company plans to raise an additional $200,000 in capital through new financing, according to President Stephen A. Bucholtz. Bucholtz said the company has stepped up production to nine vehicles daily and expects to turn out 300 in June.

• • •

Backlog of $54 Million Reported by Mack

NEW YORK.—Mack Truck, Inc. reports a net income of $2,775,559 for the year 1945. Net sales for the past year amounted to $122,207,974, as compared with a peak in 1944, the last full war year, of $140,089,859. Net income for 1945 amounts to $4.64 per share of stock outstanding, before renegotiation, according to Louis G. Bissell, chairman, as compared with $6.00 per share for 1944 before renegotiation.

The report reveals that at the end of 1945 there remained on the books unfilled orders of all kinds amounting to more than $54,000,000, virtually all representing civilian orders.

• • •

Goodyear Dividends

AKRON.—The board of directors of Goodyear Tire & Rubber Co. meeting here last week authorized dividends of 75 cents per share on outstanding common stock and $1.25 per share on $5 preferred stock payable June 15 to stock of record May 15.

• • •

Standard Oil Nets $3.29

CHICAGO. — Plans of Standard Oil (Indiana) and subsidiaries to spend about $150 million this year on new facilities were disclosed last week. Net earnings after all charges, for 1945 were $50,340,476, or $3.29 a share, compared with $55,510,033, or $3.63 per share in the preceding year.

Dealer Robbed of $237

KOKOMO, Ind.—Safecrackers knocked off the knob from the safe at the H. E. McGonigal Buick dealership, 123 W. Superior St., and took $237 in cash. A neon light near the safe was disconnected.

How to Prevent Accidents

Authority Presents Constructive Methods For Reducing Shop Accidents

By Ernest A. Dench

A common type of accident is that which occurs above the ground.

But don't get us wrong; the airplane is not involved. The rise from terra firma inside or outside the service station is by means of a ladder, stepladder, stool, chair, box, or, in a pinch anything else handy which will produce the desired elevation.

In August, 1945, the United States Employes' Compensation commission reported that almost one-fifth of disabling work injuries among Federal employes are caused by falls. Furthermore, approximately one-fourth of such injuries are sufficiently serious to compel the victims to be absent from work for a day or more. Thirty days is the average enforced idleness period.

Nineteen percent of these accidents arise either from carelessness in the use of such proper equipment as ladders, stepladders and scaffolds, or such unsuitable pinch-hitters as chairs, stools, tables, benches and desks. These figures are slightly exceeded (19.8 percent) by floor surfaces being either wet, icy, oily, greasy, highly or newly waxed.

Now, if with all the elaborate precautions the Federal government takes to avoid such a substantial percentage of accidents from falls, and they occur and reoccur — what, then?

Some 20 years of delving into accident proneness by the British Industrial Research board discloses that from 10 to 25 percent of workers are victims. Private British employers who have recognized the existence of accident proneness by the adoption of preventive measures are in the 10 percent class.

To begin with, there is a temporary or passing phase of accident proneness. The condition may be domestic troubles, poor health, financial worries, unbalanced meals, or the inability to get a proper night's sleep.

A remedy to suit the case is to give the employe helpful counsel, or such temporary financial assistance as he or she needs. Other possible alternatives are putting the employe on part time, or by giving him a few days absence with pay.

Accident proneness in its most acute form is when it permanently exists in an employe. Some automotive service station operatiors contend that the phase of work on which the employe is engaged is the deciding factor. Facts in possession of the British Industrial Research board nullify this belief.

In repeated checks of employes performing identical operations under identical conditions during identical climatic conditions for various employers, it was proved that some employes are more susceptible to accidents than others.

Length of working experience has no bearing on accident proneness. Tests made reveal that a man with a high accident ratio during his first year, will have just as high accident ratios in years to come. Thus far there is nothing to prove that any specific hour, day or month influences this accident proneness.

The employe's age is also immaterial, provided it is understood that when he is of from 40 to 50 years of age, he cannot match the speed he acquired in the previous 15 to 25 years. The normal employe of 40 years or over is still a steady, accurate worker. The main difference is a diminishing speed.

Accident Records: Every service station operator should keep a detailed record of accidents. Not only to determine whether any of them are due to inadequate safeguards, or to season influences (hot or cold weather, too much overtime, etc.), but to ascertain which employes are more prone to accidents than others.

The simplest and most flexible method is by card index — a card for each employe. These accident records should allow for no exceptions. As an example of this, even iodine or a bandaid applied to a cut finger may seem too trivial to place on record. However, the experience with minor accidents, when they reoccur very often, is that they lead to major accidents. If the trend is nipped in the bud at the trivial stage by a bit of safety first guidance, a worker's limb or life may be spared for further usefulness.

It will, from time to time, be instructive to pull out the cards of employes who are obvious victims of accident proneness — the permanent and virtually incurable kind.

What, on the other hand, can be done to lessen the accident crop among normal employes? First and foremost is the employer's attitude of doing his humane best to prevent accidents.

When there is no proper piece of equipment, ladder or stepladder, close at hand, the employe will reach for a box, stool or chair. He is just likely to hop on to a bench or table, or even grasp the edges of shelves or paneling with hands and feet, supporting himself in that hazardous position as he reaches for something beyond his height.

One remedy is to have sufficient pieces of proper climbing equipment distributed in locations where they are used most.

When in constant use, a stepladder or an ordinary ladder has slippery treads. The employe who uses the equipment a lot during a working day will have the leather soles of his oxfords in a slippery condition. The Industrial Accident commission of one of our western states wisely regulates that ladders at least 30 inches in height have the edge of each and every step fixed with steel points. Furthermore, each ladder user is obliged to wear safety shoes.

TO ILLUSTRATE the 1946 Nash 600s ability to give 25 to 30 miles per gallon of gasoline, Spencer Honig's Nash Distributing Co. for Southern California devised this mileage economy map, showing how far a Nash motorist may travel in the west on a tankful of gas. Every dealer in the zone is displaying one of these colored maps.

ELKS SEE

Elks see more people than any other group of 725,000 individuals

THE Elks MAGAZINE

We're on your Trail

The automotive industry marked the route —with cars that made spread-out suburban living possible.

We followed after you—with Better Homes & Gardens, the magazine written entirely for the suburban homes you created.

BH&G goes to 2,650,000 comfortably fixed families who can't get along without at least one car (you've moved them far from buses and streetcars), who frequently have two cars, and who like their cars to be new (the average age of BH&G cars in 1940 was only 2.8 years).

What better way for you to reach the homes that must have cars than through Better Homes & Gardens, when all our stops are on the route you made yourself?

THERE'S NO market PLACE LIKE HOME

—and no place like Better Homes & Gardens to sell everything the folks at home must have.

CIRCULATION 2,650,000

Plowing Patents Under?

Wallace Is Leading 'Revolution by Deception,' Anderson Charges in Address to SAE

DETROIT.—"Secretary of Commerce Wallace, of little pig fame, seems hell-bent to slaughter himself some inventors and plow under some patents," John W. Anderson, president, National Patent Council, charged in an address here last week to the Detroit section of the Society of Automotive Engineers.

He quoted Wallace as saying, "All patents should be subject to open license at a reasonable fee," and predicted that the Commerce chief would soon be forced to retract the statement "in line with a current habit of his."

Anderson said a Commerce department committee had been appointed "supposedly to survey the patent system objectively, already had predicted its findings, and is carrying on a subversive and subtle propaganda campaign to communize the American patent system."

Wallace was further charged with leading an "American revolution by deception."

First to go under, according to Anderson, will be the independent inventor who will be denied patent protection if legislation now before Congress succeeds.

"That understructure of small manufacturers which supports all industry will weaken and crumble," Anderson asserted, "because of its reliance upon individual inventors and their creations to sustain and increase employment."

Along with the slaughtering of the Patent System will go the Fair Trade laws and Trademark laws, Anderson claimed.

He said the "revolution by deception" is an effort to convert America into "one of those suicidal share - everything isms which destroy incentives, stifle initiative and sterilize industry."

Wallace and his followers were further charged with "employing the same social and political techniques which deranged the economy and destroyed the integrity of those nations of Europe now reeking in resultant ruin."

Anderson said that the present Patent System was one of factors that led to Allied victory in the war. He called for full support of the National Patent Council's efforts to block the campaign to change the system.

Parts Shortage Delays Car Inspection in Ky.

RICHMOND, Va.—Gov. William M. Tuck, after a conference with Col. C. W. Woodson jr., superintendent of state police, announced last week that resumption of the semi-annual inspection of motor vehicles would be delayed until parts for automobile repairs become available, possibly in the late summer.

Mather Joins Kaiser-Frazer

WILLOW RUN, Mich.—The appointment of Roger F. Mather as chief metallurgist of Kaiser-Frazer and Graham-Paige was announced last week by Henry C. McCaslin, vice-president in charge of engineering.

Formerly chief metallurgist at Willys-Overland, Mather was in charge of specifications and testing of all materials used in building the Jeep and other war materiel. He was with the Inland Steel Co., Chicago, before joining Willys-Overland. A native of London, England, he is a graduate of Cambridge University and the Massachusetts Institute of Technology.

Rototillers Rolling . . .

JOSEPH W. FRAZER, president of Graham-Paige Motors Corp., inspects the first Rototiller farm machine off the assembly line at Willow Run, Mich. Production of the versatile, self-powered tiller started March 26.

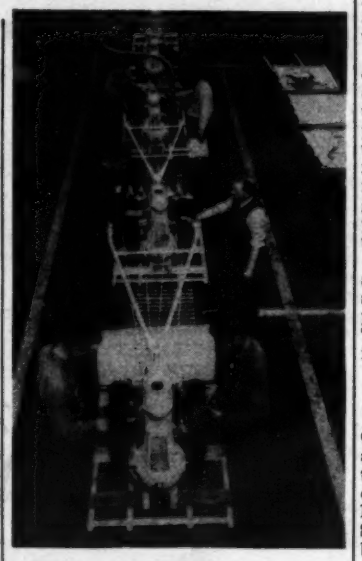
Graham Begins Volume Output Of Rototillers

WILLOW RUN, Mich.—The first peacetime product of the huge former bomber plant at Willow Run was completed last week as Graham-Paige Motors Corp. began volume manufacture of the Rototiller farm machine, Joseph W. Frazer, president, announced.

The first machine rolled off the assembly line five months after Graham-Paige and Kaiser-Frazer Corp. officially occupied the plant and nine months after the last Liberator bomber was completed here.

The company has received 49,449 orders from farmers, home gardeners, orchardists, berry growers, nursery and green house operators, golf courses, cemeteries, institutions, municipalities, contractors and others, Frazer said.

In addition to its primary purpose of tillage, the machine performs more than 20 different farm tasks, it is reported. Various attachments include lawn mower, field mower, furrower, snow plow, planter and power take-off to operate circular saws, pumps, grinders and other machinery.



FIRST GRAHAM-PAIGE Rototiller farm machines are shown nearing end of the assembly line at Willow Run. The self-powered, five-horsepower units churn and crumble the earth instead of turning the soil over as the plow does. Above, workers test and complete assembly of the machines.

Arrow Licensed For 2 Devices

MOUNT HOLLY, N. J. — Arrow Safety Device Co. announced last week that licensing arrangements had been made with the AGA, trustee, for the use of Stimson patented plastic and glass reflex-type reflectors and lenses. Arrow is licensed to use these in its line of automotive-lighting and safety-device equipment and for sale as replacement parts.

Arrow also announces that it is fully licensed to use the H. N. Carver patents applying to reflecting type of road flares. Production has started on the new Arrow Reflect-O-Flare.

2 K-F Dealers in Miss. Use Same Architect

George Mahan jr., Memphis architect, has drawn plans for buildings to be constructed for Kaiser-Frazer dealers at Marks, Miss., and Greenwood, Miss.

The building at Marks, for Johnson & Garrett, will contain 8,000 square feet. The Greenwood Motors Co. building will be about 7,400 square feet.

J & H Reveals Plans to Merge With Eisemann

CLEVELAND.—A second step in the program for merger and broadening the scope of operations of Jack & Heintz Precision Industries, Inc., was made known last week with the announcement of plans to merge into that company Eisemann Corp. of Brooklyn, manufacturers of magnetos and other products.

Special meetings of the stockholders of both corporations to vote on the plan will be held Apr. 17.

William S. Jack, chairman of the board, said that acquisition of Eisemann "will further diversify the line of products now manufactured by Jack & Heintz Precision Industries, Inc., and give the company the additional advantage of a ready-made distribution organization."

Eisemann has some 700 dealers and distributors located throughout the United States and in many other countries through which parts and replacement magnetos are sold.

Upon completion of the merger it is planned to carry on the business of Eisemann as a division of Jack & Heintz.

Packard Sees Prospects Poor For '46 Earnings

DETROIT. — Packard and its subsidiaries earned consolidated net profits of $1,141,953 in 1945 against $4,117,910 in 1944. Net sales, billings, and other income totaled $216,925,038 in 1945 against $455,692,753 in 1944, said President Geo. T. Christopher last week.

Looking ahead, Christopher said that limited available materials rather than the capacity of auto plants to produce, will prevent the industry from producing in 1946 what was planned.

"While it is possible that conditions may improve faster than the current outlook indicates," Christopher said, "present limiting factors beyond our control do not make it feasible to predict satisfactory earnings for 1946."

Christopher revealed also that the company is endeavoring to secure an adjustment of its base period income under relief provisions of Section 722 of the Internal Revenue Code.

"To date," commented Christopher, "the position of the Treasury department with respect to claims filed under Section 722 generally has not been favorable. The determination of properly adjusted base period average earnings takes on added significance in view of an inferred OPA policy to consider the 1936-39 base period earnings as a factor in controlling ceiling prices."

Cash and marketable securities at the close of 1945 totaled $56,037,407 against $55,269,992 at the end of 1944. Included in these amounts was $21,234,567 restricted to use in performing government contracts at Dec. 31, 1945 compared with $12,742,161 at the end of the previous year.

"Packard earned only 1.2 percent on its combined war and commercial business during the years 1941 through 1945," continued Christopher, after reporting that during the same years Packard produced for the Allied governments 67,626 marine and aircraft combat engines which, together with spare parts and other related war work, totaled $1,240,258,855."

Commercial sales, he added, "consisting of cars, service parts, accessories, etc., for the same five-year period totaled $94,445,084, or about 7 percent, of total sales and billings.

Davenport Motor

Davenport Motor Co., Elizabeth City, N. C., has been chartered with authorized capital stock of $500,000 to buy and sell automobiles. Principals are **Louis S. Worsley, J. H. Davenport, Elsie B. Worsley** and **Sadie Lee Davenport**, all of Elizabeth City.

Maximum Commissions to Producers

Specialists in Automobile Finance Insurance

For Finance Companies and Dealers Financing Their Own Time-Sales

Write for Full Particulars Without Obligation

RESOLUTE FIRE INSURANCE CO.

A New England Stock Company Organized in 1926

350 MAIN STREET HARTFORD 4, CONN.

CANDA QUIZ

Question: As a dealer in a large city, what qualities do you consider highly important in upholstery fabrics?

Mr. L. J. Dennis, Gen. Manager Hoehn Chevrolet Co., St. Louis, Missouri, *answers*—

"Years without new cars and constant use of those available, taught us the real importance of canda cloth upholstery. To make the best trade-in the fabric has to look well, wear well and clean easily. The cleaner it looks the better for all of us."

CANDA CLOTH—STYLISH—CLEANS EASY—WEARS WELL

Made by Collins & Aikman Corporation, New York

SNAP-EZE Quick-Change

LICENSE PLATE FASTENER

NEW IMPROVED TYPE! FITS ALL CARS!

Improved Spring Brass Ends

IN HALF DOZEN LOTS $2.25

AUTO-AIDS. BOX 55, HERTEL STATION BUFFALO 16, N.Y.

by NORICK

Proved in thousands of motor car dealerships for more than a third of a century.

- Standard Accounting Systems
- Repair Orders
- Time Tickets
- Payroll Records

Hundreds of other time-saving forms for the automotive dealer.

Prompt Shipping Service

NORICK BROTHERS

P. O. Box 1125 Oklahoma City 1, Okla.

It's Now Up to Dewey . . .

N.Y. Legislature Passes Bill Licensing Dealers

ALBANY, N. Y.—Both houses have passed the Anderson-Rapp dealer responsibility bills, and if approved by Gov. Dewey, they will take effect July 1, 1946, to provide that no person shall engage in business as an automobile dealer unless he shall have registered with the Motor Vehicle Bureau.

The bills also provide for voluntary registration of repairmen, manufacturers and certain others who require the use of plates for limited operation of motor vehicles.

This is substantially the same as the present law except that the plates used by this classification of registrants will be known as "transporter" plates under the new bill.

The compulsory registration applies only to dealers, which is defined by the bill as meaning, "a person engaged in the business of buying, selling or dealing in motor vehicles and motorcycles at retail."

Other measures approved by the New York Dealers Assn., and which were defeated in the powerful Rules committee of the assembly, were those which would provide for a certificate of title and compulsory inspection of motor vehicles by independently operated inspection stations approved by the state.

AMA Urges U. S. To Press for Free Trade

DETROIT.—Eighteen recommendations for the expansion of foreign trade around the U. S. reciprocal trade agreement program were outlined last week by the Automobile Manufacturers Assn.

In a broad statement to Congress and government agencies interested in foreign trade policy, the first issued by an organization representing a major industry, the AMA called for the "fullest use" of existing governmental powers to eliminate restrictive tariffs, quotas, exchange blocs and other "artificial barriers to the free movement of trade."

Pledging itself to seek equality of treatment for all motor vehicle manufacturers in foreign markets, AMA recommended that the American government ask foreign countries levying customs duties against motor vehicles to apply such duties on a value basis.

Existing systems which make assessments on a weight basis, or other inequitable grounds, favor one type of vehicle as compared with another in the same price range.

The AMA recommended that in negotiating reciprocal trade agreements the State department should encourage foreign governments to eliminate automotive import license systems and import quotas, and gasoline and horsepower taxes that hamper motor vehicle use abroad.

The AMA also asked that the government terminate controls on export shipments of automotive products, "at the earliest date consistent with the purpose of American foreign policy."

It was also requested that treaties of friendship and commerce be concluded with foreign governments to give protection to American foreign traders and investors, and that foreign trade services of this country be extended and improved.

A number of recommendations suggest technical changes to facilitate automotive exports such as simplification of regulations covering export declarations, and adoption of uniform ocean bills of lading by American shipping companies.

In normal years the automobile industry is the principal exporter and importer among manufacturing industries in this country.

Ford Passes 200,000; Seeks 100,000 in May

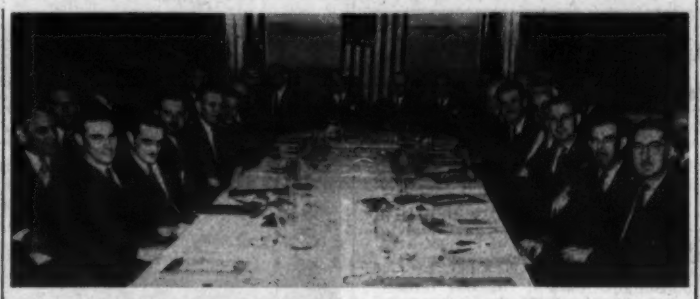
DEARBORN.—Production of cars and trucks by Ford Motor since last July 3 has passed the 200,000-mark.

With Thursday's output, the total number of units made in the Ford plants was 201,829. This total is made up of 102,114 automobiles and 99,715 trucks.

M. L. Bricker, vice-president in charge of manufacturing, said Thursday production alone was 1,850 Fords, 281 Mercurys, 56 Lincolns and 1,044 trucks.

He said numerous obstacles still remained, including procurement of steel, threat of a coal strike and the fact that many Ford vendors still are closed due to labor difficulties.

J. R. Davis, director of sales and advertising, has forecast Ford production of 100,000 units in May if there is no halt in output.



SERVICE SUPERVISORS attend clinic. Hudson's 16 service supervisors were called into Detroit to attend a three-day technical service clinic, at which service problems were outlined and their solutions discussed. Attending the clinic were (left to right): G. A. Wilkinson, Dallas; A. E. Gilder, St. Louis; P. E. Freshour, Portland, Ore.; K. M. Hedges, Des Moines; J. Calder, Minneapolis; C. E. Carruthers, Tilbury, Ont.; P. M. Niergarth, Hudson supervisor of replacement parts, receiving department; F. J. Snyder, Technical Service division; C. C. Armstrong, Jacksonville, Fla.; C. H. Werner, Charlotte, N. C.; M. S. Bald, liaison engineer; M. M. Roberts, manager, advertising and merchandising; L. L. Sharon, manager, Owner Relations department; G. H. Pratt, general sales manager; E. J. Blum, technical service manager; N. K. VanDerzee, assistant general sales manager; I. H. Chatfield, Philadelphia; S. G. Sullivan, Owner Relations department; C. C. McKellar, manager, Parts and Accessory Merchandising; George Johnston, B.S.F.&D. account executive; P. E. Greenlee, Denver; R. D. Wells, Los Angeles; C. F. Waltersperger, Toledo; R. C. Weisenberger, Indianapolis; F. J. Gill, Albany, N. Y., and C. J. Perrin, Owner Relations division.

Dearborn County Dealers Hold Initial Meeting

AURORA, Ill.—Dearborn County Auto Dealers' Assn. has been organized here. Officers are: Harold Zitzelberger, Lawrenceburg, president; Gilbert Speckman, Aurora, vice-president; Louis Craig, Lawrenceburg, secretary; Tom Ward, Aurora, treasurer; James Hooper, Dillsboro, attorney and executive secretary.

Canada Dealers See Car Priorities Ending by June

MONTREAL.—By next June, and possibly sooner, new motor cars here will be sold without priorities, in the opinion of many automotive dealers who see in the industry's improved management-labor picture definite prospects of free sale of cars within a comparatively short period.

The dealers stressed that their prediction was conditional upon full and uninterrupted production of cars in Canada and in the United States. Further strikes would postpone the day when new models may be purchased without a priority, they said.

A report that the government had rescinded clause 16 of the regulations, which would permit a dealer to sell cars to the public without priorities, providing he has a surplus of cars after satisfying holders of A and B priorities, was denied.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

ORDER 'EM NOW!

• Available now! Get your order in!

• Spring, Summer, Autumn, Winter—motorists PREFER this car heater that's ALWAYS READY for use!

• Profit guaranteed! New price $25.50—and dealer profit increased proportionately!

• Powerful *new* national advertising backs you up! Plus displays, newspaper mats, literature for your use!

WORLD'S FASTEST SELLING CAR HEATER! DEMAND HAS ALWAYS EXCEEDED SUPPLY!

• Order now! Call your jobber for complete details about sales helps, national advertising and discounts.

NEW PRICE $25.50! DEALER PROFIT INCREASED PROPORTIONATELY

Another Product of STEWART WARNER

South Wind

REG. U. S. PAT. OFF.

WORLD'S *FASTEST* CAR HEATER

Heats Hot in 90 Seconds

SOUTH WIND DIVISION • STEWART-WARNER CORPORATION • INDIANAPOLIS 7, INDIANA

GM: In Peace and War

Work for Victory Hits $12,321,789,412; 24,331 Cars Off Lines in 1945

NEW YORK.—General Motors' aggregate production of war materials from the inception of the defense program through 1945 totaled $12,321,789,412, an amount approximating total sales for the nine prewar years 1933 through 1941, Alfred P. Sloan jr., chairman of GM, said last week in his annual report to the corporation's stockholders.

During the four war years, 1942-1945, GM sales averaged $3,359,212,255 per year. Income, after taxes, averaged 4.1 percent of net sales.

Following the termination of war production, GM produced 24,331 passenger cars and 49,000 trucks for the civilian market during the last four months of 1945. The report added that vehicle production was considerably low due to shortages of materials and labor difficulties.

Unit sales of GM cars and trucks during the past five years were as follows:

1941 (U. S. and Canada), 1,864,067 passenger cars; 393,057 trucks; total, 2,257,124. (Unit sales of foreign manufacturing subsidiaries) 289 passenger cars, 42,721 trucks. Total sales from all sources, 2,300,134.

1942 (U. S. and Canada), 101,042 passenger cars, 200,448 trucks, total, 301,490. (Sales of foreign makers) 544 passenger cars, 46,772 trucks. Total sales from all sources, 348,806.

1943 (U. S. and Canada), 708 passenger cars, 151,838 trucks, total, 152,546. (Sales of foreign makers), no passenger cars, 41,598 trucks. Total sales from all sources, 194,144.

1944 (U. S. and Canada), 79 passenger cars, 278,460 trucks, total, 278,539. (Sales of foreign makers), no passenger cars, 38,493 trucks. Total sales from all sources, 317,052.

1945 (U. S. and Canada), 24,331 passenger cars, 251,242 trucks, total, 275,573. (Sales of foreign makers), no passenger cars, 32,471 trucks. Total sales from all sources, 308,044.

The average number of salaried and hourly-rate employes on GM payrolls for 1945 was 345,940, and total corporation payrolls amounted to $1,007,563,689, according to the report.

Kaisers Expected By Midsummer; Frazers in April

WILLOW RUN, Mich.—Kaiser-Frazer announced last week that the assembly line for the Kaiser was 75 percent completed by March 10 and that the company expects the first cars to be ready for shipment to dealers for display by midsummer.

It was also learned that Graham-Paige was receiving dies for the Frazer, and that some bodies were expected from an outside source in April, which would permit the company to produce some Frazers before its own body dies are ready.

The Kaiser - Frazer report to stockholders said that thus far 3,219 Kaiser dealers have been appointed.

Covering the period from incorporation, Aug. 9 to Dec. 31, 1945, the report shows that net expenses for the period amounted to $772,720. A pro-forma balance sheet, which takes into account the sale of common stock on Jan. 23, 1946, shows total assets at $54,596,250. Of this total, $46,187,556 represented cash and $8,005,369 U. S. Government obligations. Current liabilities amounted to $922,808.

A note to the pro forma balance sheet says that the corporation contemplates that of the funds on hand approximately $35 million will be expended as follows: for machinery and equipment, $17 million; tools, dies, jigs and fixtures, $7 million; for machinery, equipment and tools for the Long Beach assembly plant, $3 million; and for expenses prior to production, $8 million.

Henry J. Kaiser, chairman, and Joseph W. Frazer, president, point out that the corporation originally intended to conduct primarily an assembly operation at Willow Run, purchasing for the most part from outside vendors.

"However," he stated, "in order to secure certain parts and assemblies promptly and at reasonable prices, your management has now deemed it advisable to acquire additional machinery, tools and equipment for the production of parts at Willow Run.

"In order to expedite delivery of parts, it has also been necessary in certain instances for the corporation to acquire machinery and equipment for use in vendors' plants. These changes in original plans have resulted in increasing the estimated expenditures for equipment and tools to a total of approximately $27,000,000."

He said that the corporation has received a letter of intent from the War Assets Corp. for the lease of "certain buildings of the former Douglas Aircraft factory at Long Beach, Calif., for use in the assembly of automobiles to be distributed on the Pacific Coast."

Idaho Transfers Total 126 in Feb.

BOISE, Idaho.—January registrations of motor vehicles in Idaho show Ford, 22; Hudson, 5; Lincoln, 4; Mercury, 7; Nash, 4; Pontiac, 1.

February registrations show Dodge, 4; Ford, 68; Hudson, 9; Lincoln, 2; Mercury, 27; Nash, 0; Studebaker 7.

Jan. Shipments Hit $9 Billion; U. S. Dept. Says

(EDITOR'S NOTE: *In view of the recent fraudulent report on ability to pay issued by Henry A. Wallace,* AUTOMOTIVE NEWS *assumes no responsibility for the following report which comes from his Department of Commerce.*)

WASHINGTON. — The value of manufacturers' shipments in January was estimated at $9 billion, the Department of Commerce said last week. After allowing for differences in prices, this total is about equal to the monthly average of 1941, the best peacetime year, and considerably above the rates of 1939 and 1940.

According to the monthly Industry Survey issued by the Office of Business Economics, Department of Commerce, the January record is about $100 million below December, 1945, shipments. Much of this decline is directly attributable to work stoppages that hampered production in many major manufacturing industries.

Practically all shipments during January were for civilian use, according to the report. Preliminary indications are that February daily average shipments will show some improvement over January due to improvement in the industry-labor situation in February. March shipments are expected to be definitely higher.

As a by-product of the work stoppage in the steel industry, January sales of coke and coal products industries declined about 12 percent from December, thereby reducing the value of shipments of the petroleum industry, the report said.

JOSEPH F. HEIL (left), newly elected president of Heil Co., Milwaukee, receives the proud congratulations of his father, Julius P. Heil, founder of the company and president since its inception. Widely known and highly regarded as a humanitarian, industrialist, and former governor of Wisconsin, J. P. Heil will continue to take an active interest in the company as director and treasurer.

UAW Convention Sidelights

Balloting for president and the other international officers closely resembled that at a Democratic or Republican national convention. Each of the 959 local union delegates was called to vote from the floor, and most had to be polled individually. The vote for president started at noon Wednesday and wasn't completed until 4 p. m.

* * *

. . . And Fistfight

Booing, cheering and even a fistfight interrupted the presidential election. The fisticuffs flared as Local 669, a New Jersey aircraft local, cast its 123 votes in a block for Thomas.

The international representative for this region, a Reutherite, illegally had stormed to this group to try to prevent the block vote. Somebody threw punches. The assemblage stood up to watch, and Convention Chairman Addes had to rap down from the platform to restore order.

* * *

Frankensteen Holds

Dick Frankensteen, outgoing vice-president who refused to run for reelection, kept his aircraft locals pretty much behind Thomas. Reuther pulled some eastern air locals, however, as the result of the intensive campaigning he did among eastern delegates.

Much of Reuther's voting support came from the General Motors locals. Thomas made surprising inroads at Flint Buick and Flint Chevrolet, but was unable to muster great support from the other GM locals.

* * *

Margin Is Small

The margin of victory for Reuther — 125 votes — was small considering that 8,765 votes were cast. Whether Reuther can unite his 4,320 opponents with his 4,445 backers is a subject of much speculation.

Reuther led from the beginning of the balloting at Local 1. At times his lead was commanding and he began accepting congratulations after Local 767's ballot put him 600 votes ahead.

* * *

Throughout the raucous convention meetings, a frequent cry from the floor was "sit down you porkchopper." The "porkchopper" refers to a unionist who obtains political and financial favors by riding the coattails of union leaders.

* * *

Wins by 2 Minutes

After Thomas and Reuther were nominated, each candidate's supporters staged spontaneous demonstrations around the huge hall of the auditorium.

The demonstrators bore signs and placards, beat drums, whistled and sang for their man. The Reuther demonstration outlasted the Thomas fanfare by two minutes. When the delegate nominating Thomas for reelection was heckled, Addes called on the dissenters to quiet down and cracked: "I am sure your candidate can get some heckling, too."

* * *

Some delegates voiced fears lest they violate the instructions of their local union in voting for president. Addes said delegates could vote as they pleased, but he did not guarantee protection for such delegates from their locals.

* * *

Of the 22 men on the UAW executive board, only nine supported Reuther.

* * *

Resolutions Passed

Before the election, the convention passed 16 resolutions. The most important as far as the industry is concerned called for: organization of all white collar workers, organizing the "unorganized" workers, discouragement of work-sharing to 32 hours and elimination of piecework systems, end of discrimination against women workers and "equal pay for equal work" (a pet Reuther theory), agreements to end jurisdictional disputes within the AFL, and prohibitions on child labor.

Many of the delegates, in discussing these resolutions on the floor, commented that "too few of the resolutions have been carried out after adoption." This is expected to be the case with any seemingly drastic moves the union might adopt here in respect to industry relationships.

* * *

The Press

More than 80 reporters and photographers were in attendance. This reporter was assigned a seat at the long press table in the front of the auditorium between the Communist *Daily Worker* and the conservative *Business Week*. Every shade of opinion was represented, both on the floor and at the press table.

* * *

Reuther or Thomas?

A slightly confused delegate was responsible for the joke of the convention. Called to a floor microphone to cast his vote for president, he said:

"Local 828 for R. J. Reuther."

"Who?", asked the chairman.

"Walter Thomas," Local 828's representative replied. In his befuddlement, finally, the baffled delegate shouted:

"I vote for Reuther, Reuther, do you get me, Reuther."

—MAC GORDON

WILLIAM F. HUMPHREY, president of Tide Water Associated Oil Co., addressing some 500 dealers and field representatives in San Francisco at the formal introduction of AroTane, the company's new postwar dual-octane gasoline. Humphrey pointed out that Tide Water Associated was a $375 million corporation and the ninth in point of size in the United States. Seated to the left of Humphrey are P. Allen, vice-president and sales director; W. A. Ranier, sales manager of the San Francisco headquarters, and Harold Deal, advertising manager.

Hudson '45 Net Off $1 Million; Output at 23,000

DETROIT.—Net income of $673,248 for Hudson during 1945 was reported Friday by A. E. Barit, president and general manager, in his annual report to stockholders.

This compares with a net income in 1944 of $1,698,634. Earnings per share in 1945 were 42 cents, compared with $1.07 per share in 1944.

"Despite the cost of reconverting our facilities from war to peacetime manufacturing," Barit said, "we have been enabled to maintain a satisfactory working capital position which on Dec. 31, 1945, amounted to $19,871,997, including $9,280,625 cash and government securities."

Barit reported that Hudson was among the first companies to ship postwar cars and as of March 26, had manufactured a total of 22,930 new automobiles.

"We are now producing at the rate of 400 cars a day," he said. "While the procurement of materials continues to be difficult, it is anticipated that this rate of production will be increased in the near future. Our present facilities are capable of producing in excess of 250,000 cars per year."

Lowe, Huntress Added by Nash

DETROIT.—H. M. Lowe has been appointed Nash Motors' technical adviser and J. B. Huntress, assistant sales promotion manager, N. F. Lawler, director of advertising and promotion, announced last week.

H. M. Lowe

Lowe served 1942 - 1945 as a major in the Army Ordnance Department. He entered the auto business in 1931, as a district manager for Chevrolet. From 1935 until 1939 he was a zone parts and service manager for Chevrolet. Joining Nash in 1939, he was named Canadian parts and service manager, later taking charge of western regional parts and service operations. Huntress, a 1933 graduate of Dartmouth College, was attached as a civilian to the Army Air Forces Technical Training Command at Truax Field, Madison, Wis. from 1942 to 1945.

J. B. Huntress

N. J. Strike Bill Sent to Governor

TRENTON, N. J.—A bill designed to avert strikes in bus transportation and other public utilities, and providing for state operation of such companies when strikes are threatened, was given final approval last week by the legislature and sent to Gov. Walter E. Edge for signature.

Although affecting bus transportation, the bill does not apply to trucking. Intrastate trucking is not regulated as a public utility in New Jersey.

Medina Dealers Elect Swain As President

COLUMBUS, O.—Medina County Automobile and Truck Dealers Assn. last week elected Seth Swain, president; Corte Carlton, vice-president; Boyd Davenport, secretary-treasurer. Directors are Don Fetzer, Lloyd Hunter, Seth Swain, Corte Carlton, Frank Feckley, Earl Gibbs and C. W. Somer. Thirty-five dealers attended the meeting. Walt R. Hamer, secretary of the state association, spoke.

IMMEDIATE DELIVERY
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.

NADA Pleas Ignored . . .

OPA Cuts Discounts Another 2 Percent

(Continued from Page 1)

$876, compared with the 1942 model price of $833. The increase, $43, is due entirely to engineering changes and improvements, OPA said.

Since the Chevrolet cars were produced before the recent wage increase, the ceiling price announced does not take into account the new wage scale. Retail prices for some items of optional equipment which may be added to Chevrolet retail car ceilings when optional equipment is installed, are as follows: oil bath air cleaner, $3.10 and two-tone paint for body, $8.65. (Federal excise tax is included on these items.)

OPA also announced that any future increases in the factory selling prices for the models covered by this action would not be absorbed by dealers. Any additional increases that may be required will be passed on to consumers by at least the dollar-and-cent amount of the factory increase.

The increases at retail range from $1 to $2 on some models of Plymouths to $26 to $51 on the more expensive Lincoln cars. The retail price of one model of Nash automobile is decreased $1 as a result of this action, because the increased dealer absorption factor more than offsets the increased factory price.

Application of OPA's reconversion pricing formula, under which auto manufacturers have been required to absorb various cost increases, will require an average increase at the factory level of approximately 2.5 percent to reflect the recent wage increases.

The new prices become effective as of March 11, 1946, the date upon which adjustable pricing for Chrysler, Ford and Hudson dealers was authorized, and, in the case of Nash, on March 21, the date on which adjustable pricing was authorized for Nash automobiles.

In sales of all automobiles invoiced on the above dates or thereafter, the retail dealer's percentage of discount from the factory price is being shortened an additional 2 percentage points to offset the increases to manufacturers. The absorption of 2 percentage points applies only to the prices of automobiles before adjustment for specification changes. The dealers receive their prewar discount on increases resulting from specification changes.

For the automobile industry generally, in the 1942 model year, the factory price to the dealer was the suggested retail price less an average discount of 24 percent. When ceiling prices for 1946 model cars were established by OPA, this initial discount was reduced 2½ percentage points to 21.5 percent.

By Friday's action the initial retail dealer discount is shortened another 2 percentage points to 19.5 percent.

However, it was emphasized by OPA that the dollar-and-cent margins of dealers will not be further reduced.

The makes for which ceiling prices were adjusted Friday are Plymouth, Dodge, De Soto and Chrysler; Ford, Mercury and Lincoln; Hudson, and Nash.

OPA pointed out that under certain circumstances not all cost increases now in prospect would be reflected in the reconversion formula. Uncertainty as to the eventual effect of steel increases on parts prices and other car costs prevents their consideration at this time.

"After consultation with several industry members, OPA remains uncertain at this time as to whether prices for 1946 model passenger cars need be further increased to reflect recent or anticipated material cost increases, such as those which may result from recent increases in the price of steel."

EDITOR'S NOTE: *Due to delays in transmission;* AUTOMOTIVE NEWS *was unable to publish the complete model-by-model price list in this issue. They will appear next week.*

Building in K. C. Planned by IHC

KANSAS CITY.—The purchase of a 90,000 square-foot tract of land here by International Harvester was announced last week by Buford Mullin, manager of the Kansas City motor truck branch. The property covers an entire city block. The purchase price was approximately $70,000.

THIS IS the new building of Utter Motor Co. (Pontiac-Cadillac), Spokane, Wash., into which Utter was scheduled to move March 30. The Utter facilities now include the new building at Second and Adams, a separate body shop across Adams, a new frame and axle plant on Second and a fourth building adjoining the firm's used-car lot at Second and Madison for used-car reconditioning. Investment is in excess of $200,000. Fred B. Utter, president, points out that the new building will have 17,000 square feet on the service floor. Traffic will move in one direction with 33 service stalls planned.

$10 License Fee Killed in N. Y.

ALBANY.—A bill to fix a flat $10 annual registration fee for all passenger cars was killed last week by the lower branch of the state legislature.

Dealer and other automotive groups have for years been unsuccessfully seeking enactment of such legislation.

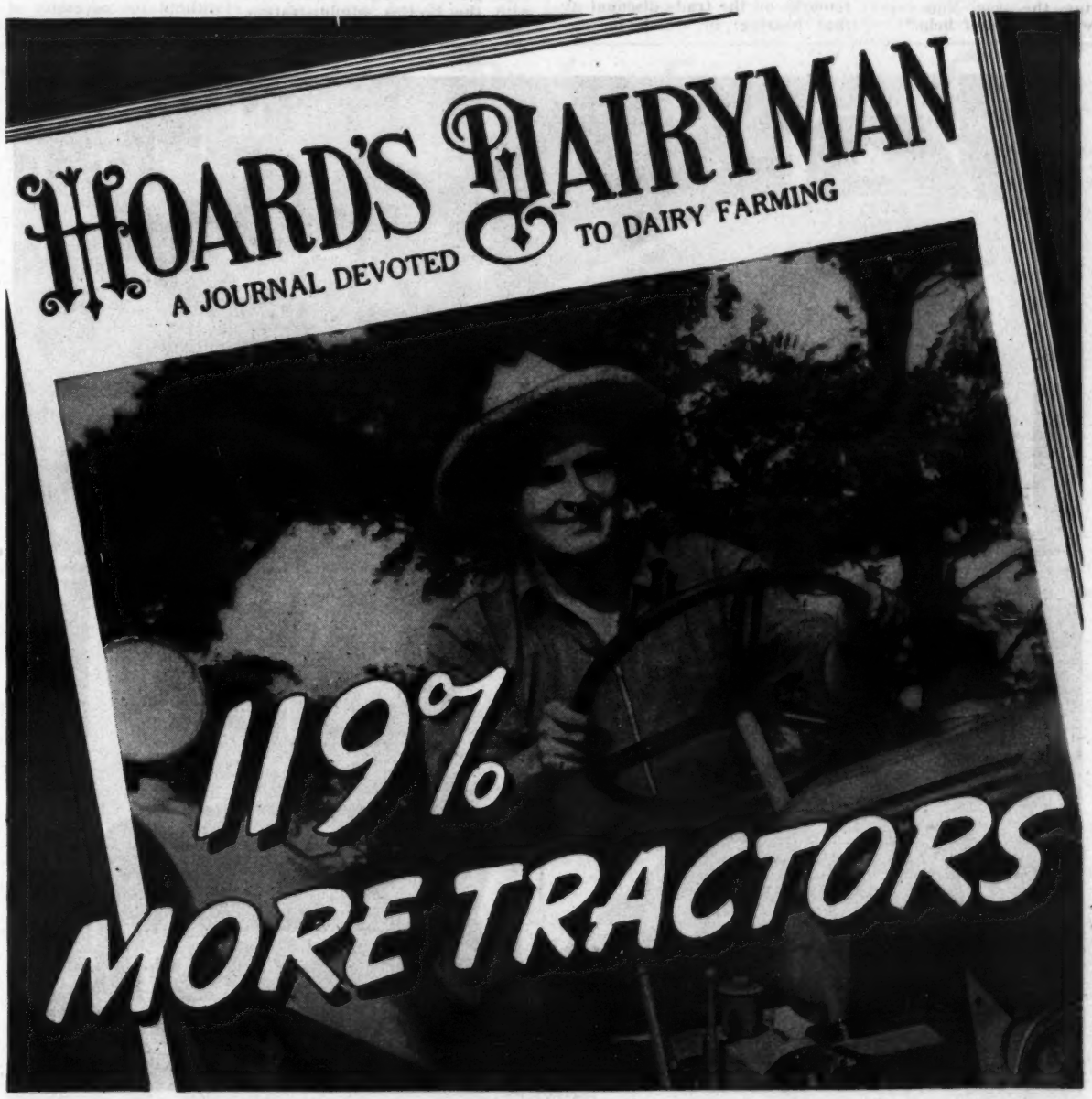
"Your paper is really giving us good results, much more than we had anticipated and we are sure any one advertising in your paper is more than pleased with the results obtained." Tow Bar Sales Company, 100 South Clinton Street, Chicago, Illinois.

Willkomm Elected Head of Dealers In New Orleans

NEW ORLEANS. — William J. Willkomm of Pontchartrain Motor Co. (Cadillac - Oldsmobile), was elected president of the New Orleans Automobile Dealers' Assn. last week, succeeding Wiley L. Mossy of Mossy Motors (Oldsmobile), who has held the position for the past 18 months.

Miles Gordon Stevens of Howard Motors (De Soto-Plymouth), was elected vice-president and treasurer. He succeeds Roy Beydler of Packard New Orleans, Inc. Patrick Freeman, who is a paid employe, was named secretary.

"We finally located these parts although it took 2 ads several months apart. We believe in being persistent." Parsons Auto Reconstruction Shop, 45 North Franklin St., Washington, Pa.



HOARD'S DAIRYMAN subscribers own *more* motor vehicles. They own 33% *more* tractors and 16% *more* autos and trucks than nearest neighbor farmers... and 119% *more* tractors and 65% *more* autos and trucks than average farmers, according to a study made by the U. S. Bureau of the Census.

To operate these motor vehicles, Hoard's Dairyman subscribers buy *more* motor fuel and lubricants — 35% *more* than nearest neighbor farmers and 89% *more* than average farmers.

Hoard's Dairyman subscribers are the cream of the farm market . . . the *MORE* families of U. S. agriculture. They own *more*, earn *more* and buy *more*. Put the top of the market at the top of your list . . . Start your farm schedule with Hoard's Dairyman — *the magazine that produces more sales per advertising dollar!*

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EDWARD S. TOWNSEND CO., SAN FRANCISCO, LOS ANGELES

Discount Cut Scored . . .

Impressive NADA Case Given to Lawmakers

(Continued from Page 1)

from a dealer standpoint, according to an NADA spokesman. At the close of the presentation practically every member of the committee, both majority and minority, expressed appreciation for the facts given them and gave other evidence of sympathetic interest. Not one critical note was sounded.

Wm. L. Mallon

Of special interest were the remarks of Chairman Brent Spence, who declared:

"I really do not see how you dealers have remained in business during the war. You certainly are deserving of help."

Wright Patman, of Texas, a member of the Banking and Currency committee and chairman of the House Small Business committee, always a staunch friend of the dealers, paid them high tribute.

"Automobile dealers were the first great business casualty of the war," he said. "They have suffered many reverses, but they never have whined nor shirked their duty. All they ever have asked Congress for has been a square deal. They are deserving of our best consideration.

Patman then reviewed for the committee and the audience the efforts of the House Small Business committee to aid the dealers, including .the .protest .hearing last fall against the first trade discount cut. Parts of Patman's remarks on the trade discount at that hearing, in which he declared the law never was intended to give OPA the right to apply cost absorption as it has been applied, were quoted by Mallon. Patman opened his statement Tuesday by saying that he gladly vouched for the accuracy of the quotes.

Other committeemen who expressed interest in the situation included Crawford, Mich.; Brown, Ga.; Gamble, N. Y.; Talle, Ia.; Sundstrom, N. J.; Kilburn, N. Y.; Buffett, Neb.; Hull, Wis.; Riley, S. C.; Folger, N. C.; Barry, N. Y.; Baldwin, Md.; Hays, Ark.; Hoch, Pa.; Outland, Calif.; Rains, Ala., and Quinn, N. Y.

Members of the committee who did not comment but have previously indicated friendly interest in seeing the dealers get back into full production include Sumner, Ill.; Thom, O.; Brumbaugh and Junkel, Pa.; Wolcott, Mich.; Woodhouse, Conn.; Smith, O., and Monroney, Okla.

Comment was general that seldom have members been known to follow a witness with more marked attention.

Mallon's statement, covered the highlights of dealer experiences with the Bowles administration, especially as they related to the total of 7.1 percent trade discount cuts. Mallon insisted that the law never was intended to permit tampering with the established discount, but that OPA had simply misinterpreted the law so as to make its cost absorption plan effective and emergency courts had upheld the move. Only strong amendments, Mallon declared, would restore dealer cuts inflicted by OPA.

These are the changes in the law he recommended:

1 Amend section 2(H) so that neither OPA nor any other government agency may change standard trade practices, such as the dealer handling charge, and all such changes of this nature previously made by OPA shall be declared null and void.

2 Amend section 2(H) so that neither OPA nor any other government agency may change established cost practices and trade discounts, and that all such actions previously taken shall be declared null and void.

3 Amend the existing law so that all price controls in a given industry shall be automatically lifted, without the necessity of obtaining the consent of OPA, upon production in the individual industry reaching 75 percent of the average normal production for the years that may be adopted as the base period. The advisory committee or committees of the respective industry to certify and support by evidence the fact that the required production levels have been reached.

4 Incorporate in the existing law the provision that all OPA-instituted controls and changes whatsoever in normal methods of doing business shall expire with the lifting of price controls in a given industry and that thereafter any attempt to continue such controls shall be illegal.

Mallon carefully distinguished between dealer contacts with OPA under Administrators Henderson, Brown, Bowles and Porter. He said that Henderson and Brown had tried to live up to the law as the dealers interpret it. As to Porter, Mallon said that he was new in office, and NADA had had little experience with him, but it was hoped he would work cooperatively with the dealers.

Incidentally, Administrator Porter last week wrote Mallon acknowledging receipt of the NADA protest against the handling charge cut and again saying that the case was being thoroughly reviewed. Porter also requested NADA to furnish him with the latest available figures on dealer operating costs and incomes for use in connection with OPA pricing activities.

Mallon said that the assertion of Bowles that profits of the retail automobile trade were 200 percent greater in 1943 than in 1939 is grossly misleading. Nowhere can we find proof of the OPA statement, he added.

Referring to a survey made by OPA, which is alleged to have proved that dealers could easily absorb a cut of from 11 to 13 percent, Mallon said that Bowles admitted that it had covered only about 300 dealers out of 32,000 or less than 1 percent.

"It is on this wholly inadequate survey that OPA still is inflicting profit cuts on dealers," Mallon said. "These cuts will total 7½ percent, or an amount equal to about one-third of the average established trade discount."

Citing Bowles' assertion of last November that the industry would be producing at the rate of 4,000,000 cars a year by March, 1946, Mallon said:

"Well, it is now March, 1946, and official new-car production reports which we have just obtained from the Civilian Production Administration show that Mr. Bowles' estimate was slightly more than 300 percent too high."

The wage increase won by the auto factory workers, and which OPA says the dealers will have to absorb, will approximate $80,000,000 a year, Mallon said. That, he added, is more money by $5,500,000 than all of the dealers in the U. S. who pay federal income taxes netted during 1941, the last full year of new-car production.

The wisdom of NADA's decision to urge liberal amendment, but not the killing of the OPA law at this time, is proved anew daily in the opinion of dealer spokesmen. Almost every witness of standing who has appeared before the committee, they say, has gone after the NAM's outright appeal proposal with a big club.

Bernard Baruch, who originally opposed the OPA law, in his appearance before the committee took a fall out of NAM for advocating repeal. Baruch said the law must remain in effect for a time yet to deal with many dangerous situations. Rents are one thing which almost every witness agreed must be controlled for some time beyond June 30.

The Chamber of Commerce of the United States on Wednesday presented a proposal to the Banking and Currency committee which NADA feels was just a little worse than the one NAM suggested. The chamber's idea was to end the law on Oct. 31, next. That, it was pointed out, would be just ducky for the Administration. If the law were to end on Oct. 31, with the Congressional elections coming a week later, Administration forces would have the greatest campaign argument for women voters that anyone could imagine.

WOULD you like to be a distributor for American Bantam heavy-duty SUPERCARGO TRAILERS? Some well located trade areas are still open. Substantial firms with previous trailer or automotive experience, corporations or individuals seeking investments in this profitable field are invited to write us at once.

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WAC, SPA Functions Merged . . .

U.S. Moves to Facilitate Surplus Goods Sales

WASHINGTON. — Two moves here last week indicated a desire to facilitate the sale of surplus property and to effect a wider distribution.

A new agency, War Assets Administration, merges the functions of the War Assets Corp. and the Surplus Property Administration. WAA is not connected with RFC, Lt. Gen. Edmund B. Gregory, new WAA administrator, said.

When taking the oath of office last week he promised that a substantial part of the nation's vast war surplus would be liquidated within a year. He added that he is not satisfied with the pace of surplus sales and outlined a decentralization program.

WAC last week amplified a special order designed to foster wider distribution of surplus commodities to consumers through normal trade channels at fair prices and in such a manner as to strengthen the competitive position of small business.

In an amplification of SPA Special Order 24, it announced a general statement of sales policy which is also intended to expedite disposal of consumer goods.

Under the revision, fixed-price sales in national and regional programs will be given top priority over other methods of disposal. This method will be followed when the property is new, or available in large quantities and when it has a ready market.

WAC said that in addition to fixed price sales, the revised order provides for other methods in special cases to speed consumer goods disposal. These include sales under sealed bids, spot sales and negotiated sales.

The revised order provides that fixed prices are to be established as close as possible to current prices to wholesale and retail levels of trade. These will be known as "program sales."

When program sales are not practicable, a uniform price may be set for all purchasers.

Under the revision, cooperative organizations will be permitted to participate in consumer goods sales under the same conditions as other commercial enterprises. In determining the level of trade at which a particular cooperative organization may buy, consideration will be given solely to functions performed as a wholesaler or as a retailer and not to the feature of cooperative ownership, according to the order.

Industrial users that normally purchase property for their own use and not for resale will be permitted under the revised order to participate in program sales at the retail level, or at the wholesale level if such a class normally buys from manufacturers at the same price as wholesalers, provided that the property purchased is not resold in its present form.

Purchasing agents who perform that function for the principals they represent will be permitted to participate in the disposals of surplus property. Sales made through these agents shall be made in the name of the principal and in program sales at the level of distribution of the principal.

Purchasers who may participate in program sales shall also be eligible to acquire property offered by any other method.

Ultimate consumers (persons who buy for their own use) are not expected to purchase surplus directly from the disposal agency except when the property is offered in suitable lots and under circumstances that will not complicate disposal work or where sales to ultimate consumers, for example through rural farm auctions, would be more effective than other methods. Many sales made to veteran fall under this classification.

It is planned in the future to allow the 33 regional directors authority to make up sales up to $1,000,000 for fixed-price items without detailed Washington approval. On negotiated sales the authority will be $100,000.

Regional directors may use fixed-price, negotiated price, auctions, spot sales or other methods. As much as possible will be sold at fixed "fair" prices, adjusted to the ability of the market to absorb the goods and, at the same time, giving the government the best possible return, it was said.

Liberal provisions have also been made for leasing surplus plants and machinery.

LEFT TO RIGHT at annual dinner meeting of Brooklyn and Long Island Automobile Dealers Assn. are C. Ray Palmer, executive vice-president; R. L. Ledterman, chairman, NADA postwar planning committee; Lee Moran, executive vice-president, NADA; L. J. Buckland; Russell E. Lowell, NADA director; Harry B. Hustedt, president of Brooklyn and Long Island Dealers Assn.

Nash

(Continued from Page 1)

War Assets Corp. Built in 1944 by the Defense Plant Corp., it was operated during the war by North American Aviation, Inc.

It is situated at the south boundary of the Los Angeles Municipal Airport on Imperial Highway near Sepulveda Blvd. Recently appraised at $1,835,000, it has 475,000 square feet of floor space consisting of factory, cafeteria and office buildings.

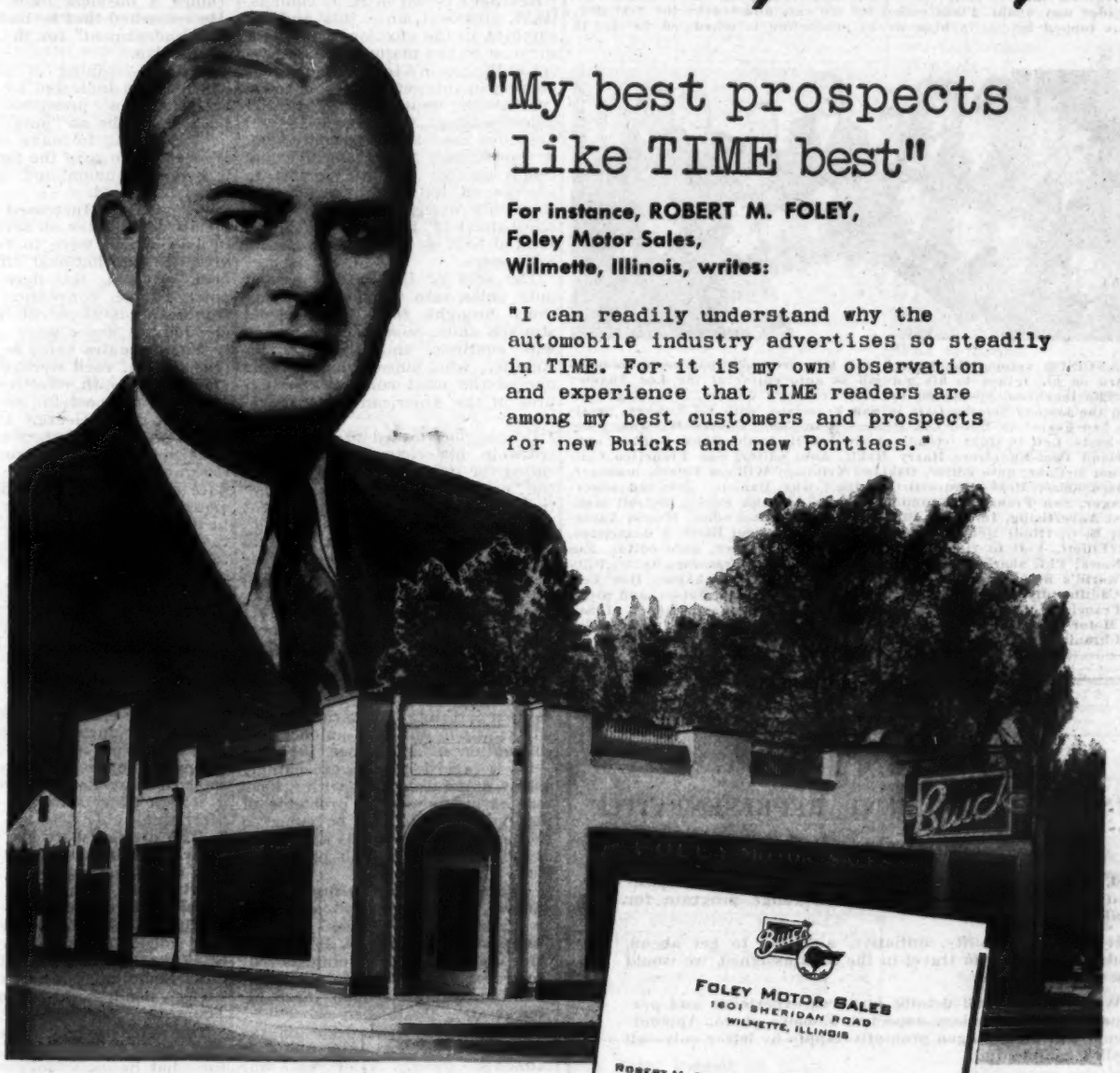
Mason said that the government has 90 days from the date of sale to clear the plant of surplus goods and machinery. Nash-Kelvinator's special machinery and equipment will be installed as soon as it is available, he said.

Direct highways link Nash-Kelvinator's El Segundo plant with main Pacific routes and the Los Angeles harbor area and business districts.

Based on Nash's Kenosha (Wis.) employment and capacity, it is believed that the new plant can assemble around 300 vehicles a day.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

Better Automobile Dealers Everywhere Say...



"My best prospects like TIME best"

For instance, ROBERT M. FOLEY, Foley Motor Sales, Wilmette, Illinois, writes:

"I can readily understand why the automobile industry advertises so steadily in TIME. For it is my own observation and experience that TIME readers are among my best customers and prospects for new Buicks and new Pontiacs."

TIME-reading families are America's No. 1 *New* Car Market. Today this is more evident than ever before.

A recent survey, reported in *Forbes*, indicates that more than 80% of wartime savings are in the hands of persons with more-than-$5000 incomes—while families earning less than $3000 hold only 7%. (TIME-reading families enter the postwar years with incomes averaging better than $6600.)

And of the 1,300,000 families who read TIME, 1,040,000 report that in normal times they regularly buy their cars new.

Is it any wonder, then, that TIME-readers are, and always have been, the kind of new-car-buying people the automobile industry tries to sell *first?*

TIME to sell new cars!

ADVERTISING OFFICES • NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CLEVELAND • DETROIT • ST. LOUIS • SAN FRANCISCO • TORONTO • MONTREAL

725,000 IMPORTANT MEN READ IT EVERY MONTH FROM COVER-TO-COVER!

THE Elks MAGAZINE

West Coast Doings . . .

PRESS VISITS Richmond branch of Ford Motor Co. Standing on platform beside car are, left to right, Arthur S. Hatch, western regional manager; Les Lutz, assistant branch manager, Richmond, and William Abbott, superintendent, Richmond branch.

NELSON F. BOWE, branch manager of the Long Beach Ford Motor Co. plant, at left, watches Ford body being lowered on chassis. The 1946 car was one of the first to roll off the assembly line at the California plant March 19, as the plant got under way again. Plans called for 100 cars and trucks the first day, but this was topped by 25. In nine weeks production is scheduled to rise to 300 a day.

SAN FRANCISCO automobile dealers and bay area newspapermen honored Slim Barnard on his return to his old job as auto editor of the Los Angeles Examiner. The luncheon, sponsored by San Francisco dealers, was staged on March 19 in the famous Solari's Cafe in San Francisco, with Ed Lowery, president of the San Francisco Motor Car Dealers Assn., and Mildred Haskins, manager, as co-hosts. Left to right (standing) are Jim Hildreth; Ralph Gordon, auto editor, Oakland Post-Enquirer; Harry Houle, auto editor, San Francisco Call-Bulletin; Tom McCabe, auto editor, Oakland Tribune; William Peters, manager, San Francisco office, Hearst Advertising, Inc.; Guy Daniels, classified advertising manager, San Francisco Examiner; Barnard; John Burke, Detroit manager, Hearst Advertising, Inc.; Don Meeken, San Francisco office, Hearst Advertising, Inc.; E. G. (Bud) Nelson, San Francisco office, Paul Block & Associates, and Harry Elliott. Left to right (seated) are John Milburn, auto editor, San Francisco News; Phil Sheridan, advertising manager, San Francisco News; Billy Hughson, world's first Ford dealer; Fred Pabst, general manager; Don Lee, California Cadillac distributor; Ed Lowery, head of Van Etta Motors, and president San Francisco Motor Car Dealers Assn.; Miss Haskins, manager of San Francisco Motor Car Dealers Assn., and Leon J. Pinkson, auto editor, San Francisco Chronicle.

WANTED

BUSINESS MANAGEMENT REPRESENTATIVE

Excellent Opportunity

Old, established motor car company has permanent position of responsibility open in long range program for dealer development.

If you have ability, initiative, ambition to get ahead, and are prepared to travel in the area assigned, we would like to talk to you.

Write—giving full details, business experience and personal data, with salary expected. Enclose photo. Appointments will be arranged promptly. Apply by letter only—all replies confidential.

WRITE BOX AN 1 — AUTOMOTIVE NEWS, DETROIT 26

But Rift Threatens Unity . . .

UAW Maps New Drives With Reuther at Helm

(Continued from Page 1)

to the two vice-presidencies of the international union. Whether he wins control of the powerful Executive board was to be decided Friday night by the election of the 18 regional directors and board members.

R. J. Thomas, whom Reuther defeated for the presidency, was elected to the vice-presidency vacated by Reuther. Thomas emerged triumphant over Melvin Bishop, a Reuther follower and a co-regional chief of Detroit's east side.

The second contest for vice-president was close and required two recounts before a final verdict was reached. But the Reutherites were again rebuffed when their man, Jack Livingston, lost out by 41 votes to Richard T. Leonard, national Ford director, who adheres to the Thomas faction.

George F. Addes, the leader of the union's left-wing elements, was reelected secretary-treasurer by acclamation. The secretary is the UAW's No. 2 man.

Reuther's defeat of R. J. Thomas, UAW president since 1938 and incumbent in the election, came as a surprise to the majority of observers at the union's tenth annual convention in this seaside resort town.

Although Reuther had steadily gained support from the rank and file since the GM strike settlement, it was figured that Thomas would retain enough old-line support to emerge on top again. As it was, Reuther's margin of victory was approximately 125 votes out of a total of 1,877 local delegates casting 8,830 votes.

The split of the 800,000-member auto union into two powerful factions brought forth fears from staunch union men that the breach will continue and widen under Reuther, who himself has become one of the most controversial figures in the American labor movement.

Reuther attempted to allay these fears in his victory address. He called for union unity and warned the "captains of the auto industry" that they will face a "united fight for the common union cause."

The 38-year-old chief of the auto workers also denied earlier charges by Thomas that he would return the UAW to the AFL fold.

"This union will be a source of strength for the CIO," Reuther told the convention. "I have the greatest respect for Phil Murray."

Reuther assumed the presidential reins as soon as his election became a certainty. His term of office will continue until the union's next convention in September, 1947.

He is regarded as an exceedingly astute union executive, with a keen understanding of the problems of the industry. He can be expected to make the most of this knowledge in future dealings with plant officials.

It was Reuther who first introduced "ability to pay" and "no wage increase if it means a price increase" as principles in collective bargaining. He emphasized to reporters here that he will continue to insist upon these in bargaining sessions.

The one-at-a-time drive of the union against the auto industry, launched shortly after the war ended, was also Reuther's idea. Through the strategy of concentrating all the power of the UAW against one auto maker, Reuther hoped to force the recalcitrant company to come to the union's terms. Reuther selected GM to test this policy.

But the tactic backfired in the GM strike because parts shortages and the price squeeze curtailed the production of Ford and Chrysler, GM's chief competitors.

While Reuther said he was pointing for industry-wide bargaining, such as was recently held by the "Big Four" of the rubber industry, the strong probability exists that he will apply the blockade policy if the occasion demands.

Despite Reuther's election, however, several factors will serve to lessen the tension in the auto industry at least for a while. These are:

1. The guarantees that the union will make no further wage demands for one year. Such guarantees have been made in the GM contract and, it is understood, by oral agreement at Ford and several independents.

2. The company security clauses in the Ford and Chrysler pacts and many other agreements. Reuther said he would try to remove security clauses from future agreements, but for the time being at least, the industry can crack down on wildcat strikers.

3. The need for Reuther to reunite the union if he wants to maintain a strong leadership. A program toward reconciling Reuther's opponents, it is predicted, will leave the union chieftains little time to trouble the manufacturers for the next nine or 10 months.

Reuther said he would remain as head of the union's General Motors department "unless it becomes a physical impossibility." He remarked that he had a "special endearment" for the GM organization.

A house-cleaning of top union officials was indicated by Reuther, but the new president asserted there would be no "purge."

"I am going to make every possible effort to stop the fight at the top of this union and in all the locals," he said.

Dues Increased

Outside of votes on several resolutions, which were to take place after all international officers had been selected, the dues increase voted by the convention was the significant development before the election got under way.

The delegates voted to increase the dues of each worker from $1 to $1.50 a month, effective in May. A move to boost the dues to $2, supported by George F. Addes, the UAW's secretary-treasurer, was rejected by the convention.

Significance was attached to the dues hike in view of frank admissions by Addes that the union is in financial straits. The GM strike reduced the union's cash on hand to the crisis point, Addes said in his annual report. He expressed hope, however, that the dues raise to $1.50, while not the figure increase he had wanted, would help carry the union through the emergency.

Tough Time

Whether Reuther and his aides can easily erase the antagonism engendered during the fierce election campaign remains to be seen. A unionist close to the top leaders forecast that Reuther would have a "tough time" unifying the UAW after this fight.

The division between the Reuther and Thomas-Addes wings of the union was markedly apparent during the campaign and the final election.

With a few old-line exceptions, the so-called right wing of the UAW backed Reuther. The leftist and Communist forces, under Addes' leadership, plumped for Thomas.

The left-wingers deserted Reuther, who himself loses little love for what he calls "followers of the party line." It will be no easy task for Reuther to effect amity with the leftist elements.

A good share of Reuther's strength came from GM locals in Flint and Saginaw. Thomas managed to gain some votes from the Buick delegation, but the GM workers mostly backed up the leader of the strike which they had just concluded.

Reuther became an auto worker in Detroit in 1926 and began organizing work for the then fledgling union in 1935. He was appointed head of the union's GM division in 1939, following active participation in the '36 sitdown and '37 "battle of the overpass" at Ford.

In 1942 Reuther was elected vice-president of the union, which position he held until his ascendancy to the presidency.

* * *

UAW Campaign Bares Deals Behind Strike

ATLANTIC CITY, N. J. — The union's story behind the 113-day General Motors strike was brought out into the open last week during the pre-election campaign between Walter P. Reuther, the new president, and R. J. Thomas, the defeated incumbent.

The candidates hurled a series of charges and countercharges at each other, which, pieced together, revealed the inside facts behind the negotiation moves made by the strike leaders.

Coupled with the faux pas committed in the Commerce department's erroneous report, the union disclosures present a grim picture of a walkout that idled 175,000 workers for four months.

After Reuther admitted that exploitation by him of the "ability to pay" theory was merely a bid for publicity and public opinion, Thomas waxed hot in his denunciation of Reuther as the main cause for the prolongation of the strike.

"If ability to pay were to be adopted as a principle by our union, it would result in most chaotic conditions in the auto industry," Thomas told reporters.

Pressing of "ability to pay" in the Ford negotiations would have resulted in a wage decrease, rather than the 18-cent-an-hour raise which the union received, he explained, adding:

"Ford offered to show us their books, but we refused to look at them. We knew that the books would show that the company stood to lose $30 million a year. . . .

"I am sure that if operated on the Reuther theory with Willys, Nash, Hudson, Studebaker and other companies, we would be in a jam."

Thomas Branded 'Liar'

Reuther called Thomas a "liar" for making these statements. The union never had planned to apply the "open the books" theory to the smaller companies, Thomas' challenger said.

Thomas, who succeeded Homer Martin as president of the UAW in 1938, attacked Reuther's handling of the GM strike. Asserted Thomas:

1. Because of Reuther, the walkout was called "six weeks too soon and it ended four weeks too late."

2. Reuther alone, and not the strike strategy committee of the union, made the decision to strike GM first in testing the "economic blockade" strategy adopted last September.

3. Reuther's campaign early in the GM dispute to prevent a price increase fizzled because it was not applied to all auto makers.

CIO Strategy Upset

"We could have gotten the same terms a month before when C. E. Wilson, GM president, and I entered the negotiations," Thomas said.

The UAW chief implied that Reuther was responsible for calling the strike as early as Nov. 21, thus throwing the CIO's plan to concentrate on the steel industry off gear. Thomas declared he had urged postponement of the walkout until after Jan. 1.

Reuther vehemently denied all of Thomas' charges, describing them as "the ravings of a desperate man trying to hang onto a swivel chair."

The demand that GM show its books was a "bargaining maneuver, used to put the company on the spot so that they would have to talk economics or be over a barrel," he conceded.

UAW Membership Dips 50 Percent in '45

ATLANTIC CITY, N. J.—The dues-paying membership of the UAW-CIO totaled 539,575 in December, 1945, a 50 percent decline from the total at the beginning of the year, according to Secretary-Treasurer George F. Addes' annual report issued at the international convention.

The number has been dropping steadily since V-J day, Addes, said, because of heavy aircraft shutdowns and auto layoffs. Alltime membership peak was reached in July, 1943, when 1,077,889 workers paid dues into the UAW treasury.

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 50,000 readers engaged in all branches of the automotive industry from Maine to California. Low Rates: TEN CENTS (10c) PER WORD for one insertion or 25c per word for 3 insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates, but if signed "Box No. . . . . ," in care of Automotive News, Detroit 26, Mich." add one Dollar ($1) per insertion for this address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $7 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

HELP WANTED

WANTED PARTS MERCHANDISER, $10,000 monthly, 1,000 car quota, 30,000 inventory. Unlimited possibilities, City 60,000. Salary with bonus. Ford. Box 1213, c/o Automotive News, Detroit 26.

DISTRICT REPRESENTATIVE WANTED —One of America's pioneer truck manufacturers who builds a complete line of trucks and buses requires the services of a thoroughly experienced district representative to cover the northwest territory consisting of Washington, Oregon, Idaho and northern Montana. A man to qualify for this position must reside in this section and have a thorough knowledge of truck and bus merchandising problems. If you can qualify, reply, giving full information, experience and references, to Box 1215, c/o Automotive News, Detroit 26.

FORD PARTS COUNTER MEN and panel salesmen who are thoroughly experienced in Ford parts. Prefer men from the Southeastern states. Wire Donald Neese, care of Sam Murray, Inc., Ford Parts Distributor, or call 9-2757, Miami, Fla.

POSITION WANTED

WANTED: POSITION as manager or sales manager where the job demands exceptional merchandising and executive ability in every department. Long General Motors experience. Best references. Box 1212, c/o Automotive News, Detroit 26.

VETERAN — OPEN FOR POSITION as direct representative or manufacturer agent. Several years experience covering Pennsylvania, Delaware, Maryland, District of Columbia and Trenton, N. J. Have good following among the chains as well as jobbers. Box 1216, c/o Automotive News, Detroit 26.

SERVICE MANAGER, thirty years experience, desires connection metropolitan New York area. G.M. trained in complete operation of service, body and parts. Box 1224, c/o Automotive News, Detroit 26.

ELEVENTH YEAR WITH DODGE-PLYMOUTH Distributor. Sales Manager five years. Won sales-maker title with Plymouth Conservative Trader. A-one reference. Write full particulars first letter. West preferred. Box 1226, c/o Automotive News, Detroit 26.

SALES OR GENERAL MANAGER. 15 years successful automobile experience from sales manager to dealership and distributor. 38 years old. Would accept position or buy interest. Box 1225, c/o Automotive News, Detroit 26.

DESIRE MANAGERIAL POSITION retail automotive. Thirteen years experience all phases, knowledge St. Louis territory but will consider any geographical location. G. A. McLaanahan, 1330 Delta Blvd., Ft. Wayne 3, Indiana.

BUSINESS OPPORTUNITIES

FOR SALE, small electro plating plant, complete, ready to go. A. J. Collins, 1933 Woodside, Bay City, Mich.

MANUFACTURERS REPRESENTATIVE

The Michigan Market

We can take on one or two items and give you real representation to build up lasting good will for your product. 40 years of connections in the automobile industry.

Address Box 1222
c/o Automotive News, Detroit 26

MANUFACTURERS REPRESENTATIVE: Michigan, Indiana, Illinois, auto, truck, trailer, tractor, gas and diesel motor manufacturers and dealers. Sale of original production and replacement equipment. Introduction and promotion of new ideas, method or product. J. E. Huebner, 16355 East Jefferson, Detroit 30, Mich.

NEW LINES WANTED

Manufacturer's and Distributor's Representative

Calling on Automobile Dealers, Service Stations and Distributors, wants line for Eastern Massachusetts and Rhode Island. Best of references.

HOWARD J. WALSH
18 Old Middlesex Rd. Belmont, Mass.
23 Years with General Motors

SALESMAN TRAVELING OHIO. Interested in taking on lines for accessory stores, wreckers and wagon jobbers. Has very good following in the state. Has been in the automotive business for 12 years. Box 1219, c/o Automotive News, Detroit 26.

DEALERSHIP WANTED

DEALERSHIP WANTED—Preferably in the South. Will pay cash for dealership with 500 to 1,000 new car potential. Will purchase complete inventory. Will assume lease or buy building. Replies will be kept strictly confidential. Box 1217, c/o Automotive News, Detroit 26.

EX-MARINE OFFICER CAPABLE of stepping in and taking full charge, desires to purchase automobile dealership or partnership in established business. Middlewest preferred. Box 1223, c/o Automotive News, Detroit 26.

VETERAN, ARMY MAJOR UP FROM RANKS, age 29, live wire, enterprising and industrious, desires to invest $5,000 plus services in Chevrolet dealership on partnership basis. Excellent education, 7 years experience with nationwide finance company. At present manager of territory. 4 years in Army, assistant director of largest overseas Air Force supply depot. Box 1220, c/o Automotive News, Detroit 26.

DEALERSHIP FOR SALE

GARAGE AND DEALERSHIP FOR SALE. 2 popular cars, 5 others open. Northern Ohio, building and equipment $35,000. Stock extra. One-third down, 5 years. Box 1218, c/o Automotive News, Detroit.

TRUCKS FOR SALE

1942 1½ ton CHEVROLET GARBAGE TRUCK, two-speed, rear axle, tandem tires, rear 8-8.25x20, front 7.50x20, Leach Mfg. Company body model—chief capacity—13 yds. or 10 ton tons. Designed for wet garbage. 14000 miles, $2750. THORNTON MOTOR CO., 671 Third St., Macon, Ga. Phone 5561.

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BEN FISHEL AUTOMOBILE AUCTION COMPANY

At 10:30 A.M.

Used Cars and Trucks on Hand

Every Tuesday — Rain or Shine
AT All Times

FOR DEALERS ONLY

WE BUY WE SELL WE SWAP
WE BUY COME SELL

Phones 127-128-591
2112-14-16 Cycamore St.
Cairo, Illinois

USED CARS FOR SALE

LINCOLN 1941 CUSTOM LIMOUSINE. Like new, not a mar or scratch. Two heaters, low mileage. One private owner, a most desirable car below ceiling. Sergeant Motor Corp., 727 Main St., Rochester 5, N. Y.

TWO LINCOLN LIMOUSINES, 1936, 1937 respectively. Condition perfect in every sense. Owned and driven in Bar-Harbor, Maine. Below OPA ceiling. Write or wire James Utterback, Brewer, Maine, Tel. 23279.

WE BUY and SELL
NOW IN STOCK
'42 Lincoln Zephyr Sedan
'41 Lincoln Zephyr Sedan
'41 Lincoln Zephyr Cus. Club Coupe
'41 Buick 91F Sedan

Hometown Sales
Durham North Carolina

USED CARS WANTED

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK - CADILLAC, Lansing, Mich.

AUTO EQUIPMENT

PLACE YOUR ORDER TODAY
Improved Automatic
TOW PILOT—$17.50 Dealers
Bumper to Bumper Tow Bar
TOW BAR SALES CO.
FACTORY DISTRIBUTORS:
100 S. Clinton St. Chicago 6, Ill.
ANDover 8888
IMMEDIATE DELIVERY
Write or Wire for FREE Literature

TRUCKS WANTED

NEW BUS CHASSIS AND TRUCKS WANTED. Will purchase any number of new Chevrolet, Ford, International, Dodge, and all other makes of chassis, for immediate or reasonably early future delivery. Prompt cash transaction. Write, wire or call, M. C. Murrell, Superior Coach Sales Company, 2335 N.W. 12th St., Phone 5-3538, Oklahoma City, Okla., giving prices, f.o.b. chassis factory or other locations.

NEW CHASSIS WANTED with cab or flat face cowl. FOB any point. Cash. Your ceiling price. Write or wire collect. American Body & Trailer Company, 1500 Exchange Ave., Oklahoma City, Okla. Phone 3-2561.

WANTED TO BUY

All Makes and Models of New Trucks
Also New Bus Chassis
BEN FISHEL AUTO COMPANY
2114 Sycamore Street, Cairo, Illinois

"You don't ree-lly *have* to give up....just quit reading your mail."

AUTOMOTIVE NEWS — MELLARS F. DENYES

BUSES FOR SALE

2 K7 INTERNATIONALS, 6 1942 Chevrolet buses. All 32 adult passenger bus bodies. Motors and tires in perfect condition. (Bought in 1944.) Prices are low ceiling and below. Pendley Body Co., 2404 Ave. G, Lubbock, Texas.

21 REO BUSES 1942, 37 adults, 54 children, solid frames, pictures available. Two 1942 Reo Pushers, two 1938 Yellow Pushers, 37 pass. Two 1942 Fitzjohn 44 pass. recliners, several sedan buses. McLaughlin Bus & Equip. Co., 1224 N. Main St., Providence, R. I.

THREE 1941 GMC 54 passenger Wayne body school buses. Merrick Motor Sales, 188 N. State St., Painesville, Ohio.

TRUCK EQUIPMENT FOR SALE

THREE USED GALLION allsteel dump bodies, 11 ft. x 6 ft. with 4 ft. head and tail. Fits L.W.B. or Army 6x6 tandems. Sinders Chevrolet Co., 304 W. Main St., Jasonville, Ind.

NEW PRODUCTION, fully enclosed, allsteel Van type bodies. 12 ft., 16 ft. lengths. Smooth sides, beautiful appearance, superior construction. Available regular trade discounts. First come, first served. Mount on your truck at Detroit before driveaway. Phone, write Oldman-O'Neill Co., 5171 Martin Ave., Detroit 10, Mich.

BUSES WANTED

WE BUY BUSES of all makes and models, any quantity. Also bus chassis. LINN-BAKER EQUIPMENT CO., Lansing, Michigan. Phone 83814.

PARTS WANTED

WRECKED OR BURNED CARS WANTED. Late models preferred. Write or phone Henderson 0232, 6700 Euclid Ave., Cleveland 3, Ohio.

1941 OLDSMOBILE, 70 Dynamic Club sedan (2 door) right door, new or used. Keyes Motor Co., 300 Seventh St., International Falls, Minnesota.

WE NEED eight pistons, .030 oversize for 1935 LaSalle, with pins. Bill Holler Motor Sales, DeLand, Florida.

TRANSMISSION—Warner Hi-Flex T15-12S, complete assembly or case only—new or used. Volk Motors, 451 Calhoun St., Trenton, N. J.

WANTED BODY any type for 1940 Dodge, De Soto or Chrysler. Quote price. Baker Motors, Centerville, Tennessee.

WANTED FOR 1941 CADILLAC SEDANETTE; complete grille, one headlight door, both outside running board mouldings, both rear fender shields. Notify Jose Villegas, Xicotencatl Nte. No. 112, Saltillo, Coahuila, Mexico.

PARTS WANTED

WANTED LEFT DOOR 1941 Chevrolet town sedan. Cool Chevrolet Corp., Rochester, New York.

WANTED GRILLE for 1940 LaSalle, Model 52. Nardi Motor, 11521 Woodland, Cleveland, Ohio.

WANTED RIGHT FRONT FENDER, right front fender cap, and right door and window frame complete for 1942 Buick Special convertible. Wire collect. Brown & Bassett Motor Sales, 128 E. 10th St., Anderson, Indiana.

DOES ANY ONE HAVE OR KNOW where we can get parts for government trucks; Chevrolets, Fords and Dodge, such as drive shafts, U joints, axles and etc.? If so, please notify WILKINSON WRECKING CO., Box 116, Ocala, Fla.

WANTED—COMPLETE GRILLE or left side and center pieces for 1940 Cadillac. I will pay a good price. Russell Lumpkin, State Auto Repair, 1603-5 E. Eager St., Baltimore 5, Md.

WANTED: 1940—52 LA SALLE, complete front end. Gordon & Jacobson, Inc., Eighth Ave. at Library St., Homestead-Munhall, Pa.

PARTS FOR SALE

WE HAVE ONE OF THE LARGEST wrecking yards in the South. We may have the old or late model parts you are looking for. Write Wilkinson Wrecking Yard, Box 116, Ocala, Florida.

AUTO SPOTLIGHTS, popular make, $10 each while stock lasts. SPARK PLUGS, all sizes, Firestone and Blue Crown, 25c each while stock lasts. Bay Auto Sales, 374 Bay St., Rochester 10, N. Y.

DOORS, TRUNK LIDS, for 1941 Dodge, Chrysler, De Soto sedans, coaches. 1942 Dodge, Chrysler, De Soto rear doors, trunk lids, seats. 1942 Chevrolet coach, coupe, sedan doors and coupe deck lids. 1942 Dodge complete rear bumpers. Fox Auto Parts, 3232 N. 22nd St., Philadelphia 40, Pa.

3—NEW 1946 CHEVROLET 1½ ton truck rear ends, complete with drums, springs and helper, wheels $190. Grand River Chevrolet Company, 5100 Grand River Ave., Detroit 8, Michigan.

WILL TRADE

WILL TRADE 1907 BUICK even for new Buick. Also 1902 Oldsmobile, one cyl., for new 98 Olds. Both cars in perfect condition. Flying Dutchman, 1701 Madison, Toledo, Ohio.

CARS AVAILABLE

100 CAR SELECTION ALWAYS

OHIO'S LARGEST WHOLESALE DEALER

Mayflower Motors Incorporated

328 West Market Street
Akron, Ohio

SHOP EQUIPMENT FOR SALE

1—BARRETT BRAKE DRUM LATHE complete (New) $641.50. 1—Barrett B-51-G rivet floor type machine (new) $165. 1—Sioux 6" portable grinder $100. 3—Weaver 10 ton Hyd. jacks $139. each (new). Ashtabula Nash Sales, 808 Prospect, Ashtabula, Ohio.

S.S. Simplified Accounting Systems for Automobile Dealers

All journals and records in one loose leaf, key lock binder. Does not require services of experienced bookkeeper. One years continuous service and instructions with each system as to correct entries and accounting procedure. Complete $30.00.

All purpose Social Security and withholding tax record loose leaf and binder $5. Withholding and F.O.A.B. deduction receipts 110 in pads 75 cents—4 for $1. Satisfaction or money returned—you be the judge. Limited territory to qualified accountants as representatives. Send cash with order.

SECURITY SYSTEMS COMPANY
P.O. Box 2213 Dallas, Texas

SHOP EQUIPMENT FOR SALE

LIQUIDATION SALE. Moto Lab, Bear brand, excellent condition. Wilmington air compressor, 7 cu. ft. capacity, good condition. Meyers pressure car washer, 2 car capacity. Engelhard fuel analyzer. Weaver headlight tester. Further information furnished upon request. Box 150, Cambridge, Ohio.

BUMPER JACKS

In 50 or 100 Lots, Via Freight
$1.65 Each—F.O.B. New York City
SIDNEY COHN
1700 Broadway, New York 19, N. Y.

New Shop Equipment

FLOOR JACKS — 10 Ton Roller type, Hydraulic for cars and trucks. (Weaver) $139.00

CONNECTING ROD ALIGNERS—(Storm Mfg. Co. Model U30) 2⅝ to 7 inches $60.00

BRAKE CYLINDER HONES — Hydraulic ¾ inch to 2½ inch. (Barrett Model A 012) $42.50

UNDERCUTTERS, MICA — Motor driven, complete 9x18 inches, 115 volts. (Lanagan & Hoke Model 481) $31.50

BATTERY CHARGERS — 6, 3 cell batteries at 6 amperes complete with bulb, 110 volts, Wall or Bench Baldor Electric Co. $29.50

Grand River Chevrolet Co.
5100 GRAND RIVER AVENUE
DETROIT 8 MICHIGAN

ACCESSORIES FOR SALE

ATTENTION CAR DEALERS—Auto seat covers custom-tailored and universal, in fiber and saileloth. Perfect Fit Cover Company, 1776 Broadway, New York.

AUTO SEAT COVERS—Forest green twill. Coupes, $4.95. Sedans and coaches, $6.95. Immediate shipment. Bay Auto Sales, 374 Bay St., Rochester 5, N. Y.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

HUDSON MOTOR, carburetor, transmission, differential rebuilding. Extra prompt service. Strictly Hudson, nothing else. Wilsey Hudson Sales, Lima, Ohio.

THIRTY FLUORESCENT INDUSTRIAL LIGHTS complete. Standard 48-inch, two tubes. Will sell all or part. Doran Chevrolet Co., Ypsilanti, Michigan.

Now Available!
CHROME SHOWROOM FURNITURE
"The Chromaster Line"
Chairs - Settees - Tables - Smoking Stands
Literature on Request
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AUTOMOTIVE NEWS, 2666 Penobscot Bldg., Detroit 26, Mich. **Date.....1946**

Kindly insert the following ..... word Want Advertisement, under proper heading in the next (1) or (3) editions of AUTOMOTIVE NEWS, for which find enclosed $....., which is figured at the rate of TEN CENTS (10c) per word for one insertion or Twenty-five cents (25c) per word for three insertions. Count each word, initial or group of numbers as one word. Add $1 per insertion for box No. address.

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Signed.....Company.....

Address.....

You might as well make <u>all</u> the profit there is . . .

In addition to new car profit . . . Wilson J. Moosa made $62.50 extra on 75% of all the new cars he sold!

Moosa Garage
DODGE-PLYMOUTH
"33 Years Successful Operation"
WILSON J. MOOSA, Manager
Phone 1-J
EUNICE, LOUISIANA

CONOCO
Petroleum Products

Aug. 29, 1945

Mr. L. A. McQueen, Vice Pres.
The General Tire & Rubber Co.
Akron, Ohio.

Dear Mr. McQueen:

Our principal reason for considering General franchise as our first choice of all popular brands of tires as a car dealer set up would be as follows:

We have handled General tire since 1936 and our record will show that 80% of our purchases have been your Dual "10" and Dual "8" tires. We can say without a doubt that 75% of all new cars sold were changed over to one of the two above premium brands. Our profit on above cars after the changeover averaged about $62.50 per car and we always figured that we rendered our customer a real service for safety and trouble free miles to add to his enjoyment of the new car.

Plus the above profit angle we have always felt secure with the General franchise for the reason we knew that we had no worry that any one else in Eunice, La., could sell General tires but us. We can gladly recommend the General franchise as the one outstanding franchise for any car dealer who wants to make additional profit on new car sales.

Yours very truly,

MOOSA GARAGE
BY Wilson J. Moosa
Wilson J. Moosa, Mgr.

- **His letter is just one of hundreds from General franchised Car Dealers whose own testimony *proves* that the General Tire Change-over Plan will:**
- **Pay all your overhead . . . without increasing it!**
- **Readily become a standard part of your new car deal!**
- **Add *extra-profit* to from 25% to 80% of your new car sales.**
- **Produce extra-sales not attainable with *any* other tire!**

Only Top-Quality General Tires answer your new car buyers' demand for *proved* extra performance . . . extra mileage . . . ultra-smart appearance. That's why the General has always attracted new car buyers to *"change-over to Generals"* and *pay more* to get more!

AND NOW . . . the *new* General Tire . . . the greatest tire ever built . . . is coming soon!

The General Tire Car Dealer Plan offers you an exclusive agency for the *recognized* tire leader . . . unchallenged by any equipment tire or "unknown specialty brand." Your customers are pre-sold on the Top-Quality General . . . this proved plan has always produced 33⅓% profit or more for car dealers. Write today for complete details.

The GENERAL TIRE

. . . goes a long way to make friends